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NEWSPAPER

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This volume is bound without July 7(#6);July 21 (#8);July 28(#9);Aug.4(#10);Aug.11(#11);Aug.25(#13); Sept.1,8,15 (#14,15,16) which is/are unavailable.

THIS ISSUE: AMERICANS FIND 439 WAYS TO BUCK CENSOR

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday

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Vol. 56. No. 4. NEW YORK, JUNE 23, 1923 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

LEASED WIRE SERVICE

Foreign — National — Local

PACIFIC & ATLANTIC PHOTOS

Organized by The Chicago Tribune and The New York Daily News.

25 Park Place, New York.

COLORED COMICS

The Gumps—Gasoline Alley—Harold Teen—Winnie Winkle—Teenie Weenies—Pig Tails — Angle Child — Smitty.

BLACK & WHITE STRIPS

The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King.*
Harold Teen *by Carl Ed.*
Winnie Winkle *by M. M. Branner.*
Smitty *by Walter Berndt.*

W. E. HILL Page of Comics

in Gravure or Black and White.

CARTOONS

John T. McCutcheon Carey Orr—Gaar Williams

FICTION

Blue Ribbon Serials for Sunday (*one release a week*)

Blue Ribbon Serials, week day (*six days a week*)

Blue Ribbon Short Stories—*from 8,000 words down.*

Well Written Short Stories of 300-600 *words*

10 Weekly Short stories by CAPT. E. V. RICKENBACKER. Smashingly illustrated.

12 Weekly Half-page stories entitled "OLE RELIABLE" by Judge Harris Dickson.

BURNS MANTLE

Weekly New York Theatre Letter.

THE POTTERS

by J. P. McEvoy

RAYMOND KELLY Gravel Pit Pups

DR. EVANS

The first and best of newspaper medical writers.

Daily and Sunday

Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Science and Embroidery.

THOSE FEATURES which have given to The New York News and The Chicago Tribune *unchallenged,* the two largest morning daily circulations in America may be secured by you for your own battle for leadership. Isn't it logical to give the credit to the features when these two newspapers, The New York News (over 610,000 daily), and The Chicago Tribune (over 550,000 daily), differing in age, size, object and character, have only their *features in common?* Do you want this *leadership?* Write, wire or phone.

It will be a *notable honor* to publish

Mutilated p 5-6 mg.

EMERSON HOUGH'S LAST STORY!

ONLY a few days before Emerson Hough's death last month, The Chicago Tribune completed arrangements for publishing THE MOTHER OF GOLD (Madre d'Oro)—the last story by the author of *The Covered Wagon* and *North of 36.* Publication will start in about a month. Write or wire at once for simultaneous publication rights for this great story of adventure. The Tribune will furnish help in your promotion of this new serial. And with good publicity, you are certain to add circulation and prestige to your newspaper. Remember that this Blue Ribbon serial—*the last story that Emerson Hough will ever tell*—has never before been published.

The CHICAGO TRIBUNE *Newspapers Syndicate*

Tribune Plant, Chicago **25 Park Place, New York**

Buy Leadership!

An Ideal Market for Foodstuffs

NEW YORK STATE

8,589,844 people in New York State are "city folks." They do not grow their own food—but must buy what they eat—and 8,589,844 people can eat a lot of food.

This of course does not include the hundreds of thousands of people from all parts of the country who go to New York on frequent trips—and who are also eaters of foodstuffs in large quantities.

The United States Census Statistics of occupations show that 90.7 per cent of the people are engaged in various manufacturing, trading, professional, clerical and domestic pursuits.

It would be hard to imagine more ideal market conditions for food products of all kinds.

There are 29,203 retail grocery and delicatessen stores in the State of New York. 18,914 of these retailers are in New York City, the others are scattered throughout the state.

In this market is represented nearly one-tenth of the total population of the United States.

The influence of the New York Daily Newspapers in one-tenth that of all other newspapers in the United States.

These daily newspapers represented in this list form a powerful combination for successful business building.

THE GREATEST MARKET PLACE ON EARTH

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,394	.09	.09
Albany Knickerbocker Press (S)	47,496	.11	.11
†Auburn Citizen (E)	6,316	.04	.035
*Brooklyn Daily Eagle (E)	63,679	.20	.20
*Brooklyn Daily Eagle (S)	76,687	.20	.20
*Buffalo Courier and Enquirer (M&E)	82,869	.18	.18
*Buffalo Courier (S)	120,758	.25	.22
†Buffalo Evening News (E)	114,403	.21	.21
*Buffalo Evening Times (E)	85,006	.15	.15
*Buffalo Sunday Times (S)	102,809	.15	.15
*Corning Evening Leader (E)	7,333	.04	.04
†Elmira Star-Gazette (E)	24,703	.09	.07
*Geneva Daily Times (E)	5,780	.04	.04
Glens Falls Post-Star (M)	7,419	.03	.03
†Gloversville Leader Republican (E)	6,736	.03	.03
†Gloversville Morning Herald (M)	5,605	.035	.035
*Ithaca Journal-News (E)	7,455	.04	.04
*Jamestown Morning Post (M)	9,743	.05	.03
*Middletown Times-Press (E)	6,398	.03	.03
*Mount Vernon Daily Argus (E)	8,590	.04	.04
*Newburgh Daily News (E)	10,832	.05	.05
*New York Evening Mail (E)	144,135	.42	.40
*The New York Herald (M)	175,403	.49	.45
*The New York Herald (S)	188,314	.49	.45
The Sun and The Globe, New York (E)	180,379	.55	.48
*New York Times (M)	341,174	.65	.637
*New York Times (S)	544,820	.75	.735
*New York Tribune (M)	130,842	.40	.36
*New York Tribune (S)	136,239	.40	.36
†New York World (M)	355,853	.595	.58
†New York World (S)	591,619	.595	.58
†New York World (E)	277,570	.595	.58
†Niagara Falls Gazette (E)	15,572	.05	.05
*Olean Times (E)	6,857	.03	.03
†Poughkeepsie Star and Enterprise (E)	11,743	.05	.05
†Rochester Times-Union (E)	66,181	.20	.18
Saratoga Springs Saratogian (E)	7,921	.04	.04
*Staten Island Daily Advance (E)	12,049	.05	.05
Syracuse Journal (E)	45,014	.12	.12
*Troy Record (M&E)	22,698	.05	.05

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.

The Cleveland Press-189,397-has the Largest Circulation of any Daily Paper in Ohio

The PRESS

is Cleveland's Leading Contact between

ANY-class Advertising
and
EVERY-class Home

and has been such for 45 years

The Press
First in Cleveland

A Scripps-Howard Newspaper

CHICAGO
CLEVELAND
CINCINNATI

National Representatives
ALLIED NEWSPAPERS, Inc.,
52 Vanderbilt Ave., New York

ST LOUIS
ATLANTA
SAN FRANCISCO

The Press has 35,000 more CLEVELAND MARKET Circulation than any other daily paper

Philadelphia

Leads the country in Dry Goods Sales Increase

According to the statement of the National Retail Dry Goods Association of nation-wide retail sales conditions, an increase in sales of 34.50 percent is reported by Philadelphia retail dry goods and department stores for May, compared with the same month last year.

This is a record for the country.

Philadelphia	34.50%	St. Louis	13.22%
Cleveland	26.10%	Richmond	7.70%
Chicago	24.00%	New England	7.00%
San Francisco	17.65%	Minneapolis	2.75%
Dallas	15.40%	Kansas City	2.61%
New York	13.80%		

In Philadelphia there are over 18,000 Retail Apparel and Dry Goods stores.

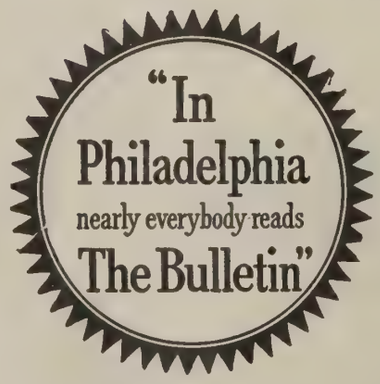
Nearly every Philadelphia store that advertises uses The Bulletin.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

NEW YORK
Dan A. Carroll,
150 Nassau St.

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.
117 Lafayette Boulevard.

SAN FRANCISCO
Allen Hofmann,
Verree & Conklin, Inc.
681 Market St.

LONDON
Mortimer Bryans,
125 Pall Mall, S. W. 1

PARIS
Ray A. Washburn
5 rue Lamartine (9)

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CIRCULATORS' JUBILEE CONVENTION BREAKS ATTENDANCE RECORDS

Louisville Next Meeting Place—Radio and Its Effects on Circulation One of Principal Topics of Discussion —Seek Justice for Newsdealers

By FENTON DOWLING

(*By Telegraph to* EDITOR & PUBLISHER)

ROYAL MUSKOKA HOTEL, Ont., June 21,—The outstanding features of today's sessions of the International Circulation Managers' Association were the announced determination to secure better mail facilities and the formulation of plans to overcome existing transportation problems; also the elimination as far as possible of long prepared papers during this convention and the substitution therefor of intimate round table discussions of important subjects.

M. W. FLORER

The Railway Mail Service was represented at the convention by Assistant General Superintendent Charles E. C. Gove, who spoke on "Co-operation by Newspapers with the Railway Mail Department" and promised the utmost efforts to remedy the existing delays.

John M. Schmid of the Indianapolis News brought before the convention the subject of newsdealers' distress because certain metropolitan papers had made shipments and then denied credit for unsold copies. In his paper, read Wednesday afternoon, the enormity of this practice was set forth to such an extent that the convention appointed a committee of three, consisting of Mr. Schmid, M. W. Florer and A. R. Michener, to co-operate with the A. N. P. A. to investigate the matter and endeavor to strengthen the service of the A. B. C., which is charged with being grossly weak in this particular.

There are slight tendencies to tolerate the rise of premiums and the liberal use of prizes and rewards to carriers and newsboys. Classified advertising is being commended as one of the greatest of circulation assets.

Royal W. Weiler of the Allentown (Pa.) Morning Call attracted much interest in an able discussion of the kind of letters and advertising copy needed for results, in contradistinction to the kind that only clutters the mails. Silent salesmen in the form of news boxes and automatic devices are considered worth while, where control of them can be maintained.

Harold Hough of the Fort Worth Star-Telegram covered the subject of radio broadcasting in an able manner. It was generally believed, however, that the results to circulation through broadcasting would remain nil.

M. W. Florer of the Dallas News, new president of the association, advances a program and plans for the coming year calculated to open the door for an exchange of ideas and the solving of problems throughout the field. He will establish an ask-and-answer department and broadcast the results, where the subjects are of general interest, through the columns of EDITOR & PUBLISHER. He will also maintain, in conjunction with the secretary, a Bureau of Helps, which will function every day and sustain interest between conventions. He purposes to select from the field aids to study and solve problems and effect economics and also provide promotion plans, thus making his office a clearing house for the organization.

The funds of the association and the guaranteed income are ample to cover convention expenses without in the future burdening local publishers in convention cities, it was decided. This enables the association to carry the conventions into territories convenient to reach, and cater in turn to every section of the United States and Canada.

No amendments or by-law changes were offered.

The record attendance at the Indianapolis convention last year was eclipsed in these sessions at Muskoka Lakes. The Royal Muskoka Hotel was taxed to capacity. The pride of delegates over the sustained interest shown in the association after 25 years of life manifested itself in each delegate's contribution to the program.

New members added in 1923 exceeded 100, giving the association over and above all losses for the year, a net membership of 700.

The Canadian hosts were heartily applauded for the completeness of the convention arrangements and the marked courtesies and hospitalities extended the visitors.

FLORER HEADS I. C. M. A.

(*By telegraph to* EDITOR & PUBLISHER)

Royal Muskoka Hotel, Ont., June 21.—M. W. Florer, of the Dallas News, was elected president and Louisville was selected as the next convention city of the I. C. M. A. at the closing session here today.

Clarence Eyster, of the Peoria Evening Star, was re-elected secretary-treasurer. Other officers elected were R. S. Weir, of the Syracuse Journal, first vice president, and E. R. Hatton, of the Detroit Free Press, second vice president.

New directors are: Royal W. Weiler, Allentown (Pa.) Call; George E. McTaggart, of the Toronto Mail & Empire; H. H. Fris, of the El Paso Herald; and Harold Hough, of the Fort Worth Star-Telegram.

In his opening address, President J. J. Lynch, Cleveland Press, called attention to the changes of the past quarter-century. In 1898, when the association was organized, newspapers of general circulation were scarce, he said, most publications being personal or party organs with a certain following and the circulator being merely a clerk.

"What the future holds in store for our organization and the circulation department depends to a large extent on the drift in the newspaper business," continued Mr. Lynch. "The I. C. M. A. is now the largest organization in the business and one of the most powerful.

"The circulation job of the future will undoubtedly be more complicated than ever. As our cities grow larger and more congested; as highways become more crowded with sorts of vehicles, the distribution of newspapers will become more difficult, and as the saturation point is reached, due to the intensive competition, circulators will have to find new avenues for selling papers.

"The result is that the I. C. M. A. and the Bulletin are going to be a wonderful help in passing along ideas to circulators who are alert and expect to advance.

In June, 1922, when you honored me by electing me to this office—an honor which I have appreciated very much—I started out with two ideas; one was that we would try and raise our membership to 1,000; and the other was that I was going to take advantage of every opportunity to meet personally every member of our association.

"With these ideas in view the plans were well laid and, although we may not have succeeded in securing the members that I had hoped to secure, still we have had exceedingly good success, and I feel very sure that we have sown some good seed which will be of good value to our association this coming year.

"I have visited conventions of the smaller organizations on different occasions; I have met some of the finest circulators in the country, most of whom belong to our International Association, and I feel quite sure that the others will also join at an early date. I am a great believer in the smaller organizations. I feel that the circulator in the small town will naturally join the State organization first, and when he secures some benefit from this he cannot help realizing the greater benefits he will receive by becoming affiliated with the larger organization.

"In conclusion, I want to say that I am very grateful to the officers, chairman of the different committees, and to all the members of this association for the help and co-operation they have extended to me during my term of office.

"However, much of the credit that has been given to me for any success that I may have had while in office is equally, if not more deserved by the members who have so ably and willingly given their best, and I am glad to have this opportunity to thank them and to make public this debt which I owe to the members who have so kindly assisted me."

Mr. Florer spoke on "Radio Broadcasting: What It Has Done for Circulation; Does It Warrant the Expense?" He said:

"Although the circulation department of a newspaper is usually considered a part of the business or financial end of the institution, I have always emphatically disliked this off-hand relegation of my honorable profession.

"The distribution of news, and indeed the general content of a modern daily, enter most decidedly the realm of the altruistic—to my mind—as largely as the editorial or other directive agencies connected with the press.

"The newspaper is a public necessity, the most widely sought educator, the greatest organized medium of communication between individuals, groups and classes of every sort and condition. The men that send forth this evangel with whatever talent, device, ingenuity, skill or effort they may use to broaden its mission and influence, are not to be branded as the apostle of the 'Almighty Dollar.' I believe this should be constantly borne in mind when we consider or debate the topic of radio broadcasting in its relation to newspaper circulation.

ROBERT S. WEIR

"As a matter of fact, I cannot tell to what extent radio broadcasting has affected the circulation of the newspapers with which I am connected.

"It is difficult to compute what the proportional and direct influence any single department of a newspaper's makeup has on its circulation; except, perhaps, at times of unusual popular excitement.

"Radio broadcasting might be rightfully placed in the category of 'intangible assets,' as far as direct financial results are concerned. We should be content to let it remain so. There is not a scintilla of doubt in my mind, however, of its being a genuine asset, though intangible.

"It seems to me that radio broadcasting is a natural adjunct of the mission of the press. It helps to keep alive an interest in the diffusion of general information among the masses. The press today is the common school—the public school, if you will—of all classes of people.

"Radio broadcasting is the faithful handmaiden of the press. It is the 'extension department.' It popularizes the newspaper that makes it a part of its plant. As an advertising medium it outclasses for the publication using it the multitude of publicity devices to which any legitimate sheet would resort. It adds to the silent message of the printed page the living, pulsating, human voice. It brings its home patrons into its sanctum, as well as those of remote districts, in a way that was never before conceived; it makes the broadcasting journal a delight as well as household necessity in a manner that savors of the magic of Aladdin.

"We circulation boys know that when we can induce our patrons to be chummy enough to correspond with us, whether for praise or blame, we can capitalize this personal interest in a thousand ways for the benefit of our respective publications. Literally, thousands of letters, cards, telegrams crowd our mails, containing suggestions, delighted appreciation, and grateful acknowledgment for our efforts in behalf of the public. Who will say that such an atmosphere created by radio broadcasting does not redound to the benefit, in the highest sense, of the press, as well as materialize in increased circulation and profit."

Fred I. Cook, circulation manager of the Scranton Republican, read a live paper on "Child Labor Laws," discussing the following questions:

How can radical legislation be stopped regarding age and hours of newsboys?

What effect do reform organizations have on morals of newsboys?

Should girls be permitted to sell and carry papers?

Child labor laws of a radical nature, Mr. Cook pointed out, have been a problem and source of annoyance for circulation managers for many years. He related the following incident regarding such a fight in Pennsylvania last year:

On March 8, 1921, while the Inter-State Circulation Managers' Association was in convention in Pittsburgh, Robert L. McLean, circulation manager of the Philadelphia Bulletin, received a wire from the Bulletin's Harrisburg correspondent that a radical amendment to the child labor law affecting newsboys would be introduced in the House at 2 o'clock that afternoon.

This was after 11 o'clock, and it took considerable time by 'phone to arrange for a hearing at which the newspapers could be presented. At the hearing on April 5, the following bodies lined up solidly against the amendment, which provided for an increase in the minimum age of newsboys from 12 to 14, and a licensing system, with salaried officials stationed throughout the state: the Inter-State Circulation Managers' Association, the Pennsylvania Associated Dailies Association, the Weekly Association, and the Editorial Association of Pennsylvania.

The proponents of the amendment claimed that little boys were tempted to gamble, steal, lie, etc., etc., all because they were out at night selling papers. As Mr. Cook said, nothing was brought regarding the big men of today who got their start as newsies.

Mr. Cook's answers to his own questions were as follows:

"Don't look, ask or expect help from the average so-called reform league; you won't get it, neither will they advise you in advance of any contemplated bill or amendment affecting newspapers or newsboys.

"Notify your correspondent or press service at the State Capital and at Washington to scrutinize carefully every bill or amendment that is brought up that affects newspapers or newsboys, and if possible arrange for all newspapers affected to organize, and arrange collectively for definite plan of action to defeat it.

"Reform organizations have very little if any effect on morals of newsboys. The reason, to my mind, is the total lack of personal work on the part of the average radical reformer. They like to be in the limelight.

CLARENCE EYSTER

"In the small town or suburb, where a little girl can sell or carry a newspaper route without being subjected to the insults and temptations their sex would draw to them in the slums from unscrupulous beasts, and when the pennies they earn are needed by a widowed mother to keep the little flock and home together, I say without hesitancy, girls should be permitted to sell and carry newspapers"

Speaking Thursday afternoon on "Building for Permanency," Charles D. Chaffee, of the Aurora (Ill.) Beacon-News, answered the question: "What is the best method of keeping a subscriber a continuous member of the family of readers?" He said, in part:

"An editorial room may produce a fine readable paper, but if the circulation department does not place the sum total into the hands of readers on schedule time, it is partial effort lost. Still the editorial department may do its full share, the circulation department likewise, and the press room be somewhat or at great variance.

"Give the readers of your paper the news that they want the way they want it, ever watchful of truthful adherence to facts; the features in demand and the advertisements so essential to daily life; combine these with a service near perfection, not only in delivery but even in the making of collections and you will for certain be building for permanency.

"Headings of a newspaper should form a perfect balance for optic effect; features should be varied and of a sort to please every member of the family; features for women should not tend to any great exclusion of men's matter; advertisements should be well treated both from the standpoints of copy and typography, on the

classified pages as well as in the display columns; in fact, there should be everything about the make-up of the paper to augment its most artistic and interesting appearance. That is the way to overcome a commonplace remark in public reference to some dailies, 'I don't like the looks of that paper.'

"A newspaper is to be likened unto a great manufacturing concern producing a commodity for regular consumption. Like any other successful product, it must be of a character and quality to gain confidence if it would succeed in any appreciable measure. The frame work upon which any such publication must be built necessarily entails the correlated ideas of all heads and hands operating toward its issue. The editorial forces have the privilege of furnishing current news in its correct amount. They must decide upon the makeup, the illustrations, the selection of features, etc. All these must dovetail to incite a harmonious impression, for as you well know even the slightest error here and there may spoil the whole.

"No paper can exist upon news stories alone. Liberal lots of featured news and features must be used. Cartoons, comics, fashion notes, illustrations, dashes of humor, market reports, hints for the farmer, the housewife, poultry fanciers, are all requisites. They make the frame work complete, make the paper interesting as well as informative. Give your columns that human interest touch without which it should never go to press.

"As necessary contributors to the frame work we find also that the composing room is responsible for the typography of the paper; the proof room for the elimination of errors; the stereotypers, one of whose duties is perfect plate impressions, and the pressmen who look for clear, clean reproductions.

"The advertising departments, too, have their share, for many of the advertisements they secure and write attract so much reader interest as the livest of current items. They contain the store news, the theater notes and so on; and it is as important that advertising copy be well written as that a news item should be so.

"Summing it all up, you find that the readable, logical newspaper appealing to the masses must offer that combination of a worthy product plus good service to maintain its subscribers as continuous members of your family."

"Classified advertising is a big factor in building up and holding circulation," said George Erb, Jr., of the Buffalo News, in his address Tuesday afternoon. "It makes the money come in over the counter and exerts a tremendous influence on newspaper sales."

Developing this theme, Mr. Erb continued:

"Classified exerts its strongest influence on circulation locally. It is responsible for securing and holding more business directly in the city of publication than in the suburban or country districts. In its effect on circulation locally, classified ranks very high and closely follows the news and editorial columns.

"Among that element running into the thousands engaged in buying and selling, and this includes many outside of those actually engaged in mercantile lines, the classified pages are looked for every day with an intensity of interest unequalled by any other department on your paper. The classified, unlike a great many other features or departments which come and go and hold the interest of your readers for only a short time, runs along indefinitely gathering momentum and new readers daily as the volume of this class of advertising increases. I wonder how many circulation managers have ever taken the trouble to find out if their circulation figures do not show a gain to correspond with the increase being made in classified.

"The influence of classified gradually grows less as you get farther from the seat of publication, and is probably entirely lost outside of what the A. B. C. designates as the suburban area.

"Newspapers who do not hold supremacy in the classified field, but who cater strongly to that class of readers looking for features and sensational stories featuring sex problems, sell more readily in the localities farther removed from the office of publication.

"No doubt more business could be secured by the heavy classified papers outside the 40-mile area through the elimination of the classified pages and the substitution of an equal number of pages of news or feature matter.

"If you lead in classified, picture to yourself the introduction your paper gets to the person just arriving from out of town, about to locate in your city and looking for a place to room. The first query is as to the paper carrying the board and room ads. These people are naturally referred to your paper, and providing the rest of your paper is up to the proper standard, should continue as a regular reader.

"That publishers generally appreciate the importance of classified, not only from a financial standpoint, but also from its effect on circulation, is plainly indicated by the large staff of solicitors being used to hold and increase this class of business and also by the efforts being made by other papers to pull the classified away from the leader in their local field. Classified staffs in many instances outnumber those engaged in soliciting all other advertising.

"Co-operation between the classified and circulation department is as highly essential as that co-operation so necessary between all departments to make a newspaper function properly. The circulation manager should be interested in promoting the growth of classified, for as this class of advertising grows its effect on circulation increases locally.

"The circulation department can co-operate by establishing branch want-ad agencies in the city and country districts, making it as convenient as possible for your readers anywhere to use the classified.

"The circulation department can also co-operate by placing signs in and outside of the stands and stores selling your paper, also by an occasional house-to-house distribution of circular matter calling attention to the opportunities offered by the classified pages. City men and road men should be instructed to talk classified to the dealers acting as want-ad agencies and emphasize the fact that classified advertising is a public service easy and profitable to use."

CIRCULATION MANAGERS GIVE IDEAS ON BEST PROMOTION PLANS

McKernan of the New York World Reads 81 Answers to His Questionnaire—Premiums Are Favored and Opposed by Many Experts

JAMES McKERNAN, manager of the circulation department of the New York World, presented June 20, to the International Circulation Managers convention the results of a questionnaire which he sent to circulation managers throughout the country as to the "Newest and Best Promotion Plans for Increasing Circulation." He stated that the best plan the World had found during the past year was the lithographed picture insert free with the Sunday edition. This added between 40,000 and 50,000 circulation. The Ford-a-Day plan and "What Did You See Today?" also were used with good effects by the Evening World.

Mr. McKernan received 81 replies to his questionnaire, or 16 per cent. of the association membership. The responses are given herewith:

T. A. SMITH, Benton (Ark.) Courier:

Carrier contests, contests for boys and girls, automobile campaigns.

MILTON S. MEACHOM, Salisbury (N. C.) Evening Post:

City.—Prompt delivery service, courtesy from delivery boys, campaign with carrier boys; country—clubs and schools, club rates of 20 per cent.

W. M. HERRIDER, Pensacola (Fla.) News:

"The only circulation promotion plan we use is selling the paper strictly on its merits through house-to-house solicitors. This may seem somewhat 'old fogie' but it is the only successful plan in this field."

M. KNOX, St. Paul Daily News:

"Development of carrier circulation by means of offers of seasonable premiums to carrier boys results in inexpensive circulation of the best kind. This is not the newest, but in our opinion, the best promotion scheme. The bicycle scheme is very productive, but very expensive."

L. T. WARD, Canton (O.) News:

"Every circulation manager has some territory which has not been intensively worked. The summer time is a good time in which to take a thorough invoice of every available place where an increase may be made. Then secure some new plan for securing new business and go after it. Many increases may be secured by this more intensive work which so many of us neglect for the bigger game."

H. E. JOHNSON, Chattawaga (Tenn.) News:

"Follow-up system on all rural route agents. Keeping them at it. 'Mamma Doll' offer for little girls for 10 new three months signed orders. Carrier campaign—no solicitors. Circulation department keeping a live bunch of local correspondents after local news. Offering road men increase in salary for every 1,000 paid increase. Featuring our Saturday-Sunday edition and use of colored comic."

STATE JOURNAL, Lincoln, Neb.:

"Pushing the Evening in towns by means of carrier service. Pushing the Morning on R. F. D.'s by mail efforts.

J. N. EISENLORD, Chicago Evening American:

"I felt that the shopping bag campaign that we put on here in January and February was a circulation producer when worked as we worked it here, and when conditions in a town are the same as they are here. I understand, however, it has been tried in some towns with indifferent success, but with us, we got rid of a lot of bags, made many new friends, and it cost the office practically nothing."

R. D. LEASURE, Spectator, Hamilton, Ont.:

The publishing of the best newspaper. More columns of news than your competitor. More telegraph items than your competitor. More sporting items than your competitor. More country items than your competitor. More local news items than your competitor. More society items than your competitor. More features than your competitor."

Sedalia, Mo.:

"Straight 'honest to God' solicitation, reduction in price is necessary (never free) as introductory. If your paper has merit the subscriber will stick, if not, get after the editorial, news and other departments who have to do with the makeup and issuing of the publication."

J. E. SULLIVAN, New Haven Union:

"Co-operation between editorial and circulation department with good delivery which gets your paper to dealers and agents before your competitor."

M. B. BRANDON, Post Telegram, Bridgeport, Conn.

"Network inter-urban home delivery by individually owned cars (not trucks)."

J. FOLER, Atlanta Constitution:

"My best promotion work and efforts have been in inducing the publisher to get out a paper that is popular with the general public in news, features, comics, sports, markets, etc., trying to be the best in the territory, and following it up with service. They are both essential, and it is a combination that cannot be beaten."

C. D. O'ROURKE, Dayton Herald and Journal:

"The Read-Wyl-U-Ryd system of selling morning newspapers on street cars."

B. J. ALF, Daily News, Hamilton, O.:

"Accident insurance has been a success here. Coaster wagons had a strong following. I am planning to give a pedal car for four new six month subscribers starting about July 1st. A good newspaper and service is the best promotion plan."

C. J. ALLIS, Independence (Mo.) Examiner:

"To make special cash offer to carriers to be paid for after subscriber has taken paper for at least 30 days. To pay 15 cents each or more for all new subscribers secured regardless of prizes or money paid and cash prizes. Have each new customer sign a card agreeing to take paper for at least 30 days."

J. TAYLOR, Kitchener (Ont.) Daily Record:

"Carrier boys contest giving sample copies to each boy to leave a sample copy at each house where he does not leave our paper. On rural routes sample copies for two weeks followed up by solicitors. These I find the very best and newest plans to increase circulation. Put the quality and quantity in your paper before you put the name on it."

EMERY MARTIN, Fond du Lac Daily Reporter:

"Only thing we are using is good paper for our field. Lots of local and territorial news and many good features. Solicitors on salary only, and we furnish them pencils and aluminum cup with our ad on to distribute free. No premiums or contest."

O. E. ELLIS, Erie (Pa.) Dispatch Herald:

"We got best results from using plenty of good features well played and well promoted with good live news."

A. I. GARRETT, West Virginian, Fairmont, W. Va.:

"Selling papers by telephone. Data collected, such as information of opposing sheets, pulling power of our features, state of conditions of delivery service and the personal viewpoint of the subscribers, more than paid the cost of the promotion stunt. For papers of 12,000 or under. For papers over that amount use especially compiled lists and sell some particular feature of your paper which would appeal to that list. Ex., financial page."

R. J. SEEMAN, St. Louis Globe Democrat:

"It's no longer new but in my mind it's still the most effective promotion plan to offer boys and girls of the general public a coaster wagon, a doll, a watch, anything that does not cost enough to require them to get more than five or six new six months' carrier-delivered subscriptions."

W. ELDER, Toronto Evening Telegram:

"First thing is a good newspaper and service and efficiency in every department."

I. ISENBERG, Lawrence (Mass.) Telegram:

"Service, and here is the best way I know of getting it. Get out on time. Social work among your carriers and newsboys. Frequent calls on your dealers and news stands; regulating their orders for them so that their losses will be very slight if you are on a strictly non-returnable basis. Inform your publisher of what the people want, then keep after him to get out these wants."

C. T. BUCK, Lancaster (Pa.) New Era:

"Five day trip to nearby city or summer resort to carriers or agents securing a given actual increase during the year. Using one-day trips as rewards for special efforts during the year as stimulators."

V. TESTER, Toledo Blade:

"The Toledo Blade has been very successful in giving athletic and gymnasium equipment to public and parochial schools in return for the obtaining of subscriptions by the students attending that school."

P. F. VIETS, Hartford Courant:

"We have been using premiums with very satisfactory results."

J. M. LITSCH, Bethlehem (Pa.) Globe:

"In the first place, cut out the premium worm. Surround the paper with a crew of live wire reporters, so that you can publish a better paper. Then let the people judge, by sampling districts."

B. C. VLADECK, Jewish Daily Forward, New York City:

"To publish a good and interesting newspaper."

K. T. HALL, Newark (N. J.) Star-Eagle:

"Insurance."

W. HIXSON, Syracuse Post Standard:

"News value first—100 per cent efficient in delivery service. All points covered for easy purchase your publication. Best clean, live features obtainable, so good that your competitor looks like a dirty deuce. Then the other fellow may give away insurance—lots—premiums, still you will be able to sit tight and enjoy the agony."

A. C. P. JANDER, Enquirer News, Battle Creek, Miss.:

"Every three months we offer our city carrier boys some kind of a prize from a tent to a watch. Have men solicitors all the year round. June 1 to September 1 we cut down on solicitors."

J. S. MCMILLAN, Morning Press, Danville, Ill.:

"Most effective plan I have found is Early to Bed, Early to Rise, Work like H—, and Advertise."

L. M. HAMMOND, Jr., Boston Transcript:

"A number of New England paper have used the insurance policy with success."

R. C. PARRISH, Decatur (Ill.) Herald:

"An offer to boys and girls for securing new subscriptions. We have found roller skates to be very successful this spring. At other seasons, dolls, baseball goods, or football goods have been equally successful. The idea is to give the reward to the person who secures the new subscription. We have found this business holds for the length of the contract. The

(Continued on page 15)

SOLICITOR GETS FREE TRIP ON RECORD

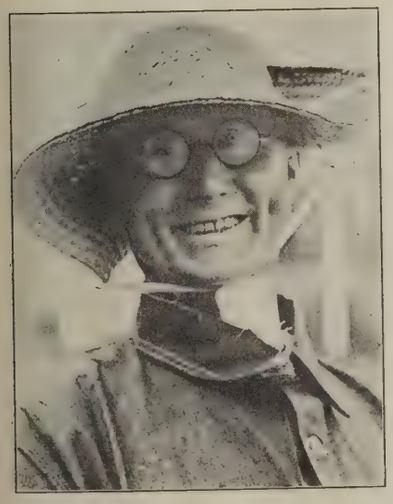
LOUIS GOLDSMITH went to the ad convention in Atlantic City as the guest of the Cleveland Plain Dealer, having been winner in a contest which started January 1. He is an auto ad solicitor, and, according to H. C. McDonald, manager of the classified department, won the trip on this record:

Contracts, 18 new signed; all expired ones in his field either renewed or re-written; space, 5382 inches; special pages, the bulk of that carried on every special auto page in the classified section; errors and "make goods"—charged with but $14.00 in the latter, or one-sixteenth of one per cent of his total business; punctuality, absent one day and late four times in five months.

Earl Bowie finished second in the contest.

THEY ARE ALL IN THE DAY'S NEWS

"So this is Buffalo." Above we have a group of Buffalo newspaper men who accompanied the Chamber of Commerce of that city on its recent cruise of the Great Lakes. The home town seems to have proven a surprise.



Meet Eaglehurst. Naturally it has a lot to do with Wichita, and to prove it we'll name the newspaper men shown above—(left to right) L. E. Church, L. E. Wilhite, Frank Isbell, R. M. Kent, Sidney D. Long, Marcellus M. Murdock, Frank L. Galle, G. C. Cohn and H. R. Loudermilk.

He has done his stuff and now he is a boy again. Meet Col. Milton A. McRae (left), of Scripps-McRae newspaper fame—out on parade as a Boy Scout Chief.

So long, New York. M. L. Annenberg, who has charge of circulation of all Hearst publications, sails for Europe, and daughters, Esther, Pearl, Janet and Ena, go with him.

"Go back over there and sit down, again," or words to that effect, was the reply of George L. Berry (right), president of the International Pressmen's Union, when the newspaper pressmen of Greater New York asked for the right to strike a few days ago.

"... and a place to go." Mrs. Cyrus H. K. Curtis (below) was among the Americans presented at the Court of St. James's within the last few days.

JERSEY PRESS ELECTS CLAREY PRESIDENT

Madison Eagle Man Is Youngest Head of Association; Publicity on Cities' Financial Obligations Demanded

Four days of recreation and fellowship in the Shawangunk Mountains at Lake Mohonk, N. Y., ended Monday, June 18, with the return of 115 members and guests of the New Jersey State Press Association, who had attended the association's 67th annual outing.

JOHN E. CLAREY, JR.

At the Saturday morning session of the association the vice-president, John E. Clarey, Jr., of the Madison Eagle, was advanced to the presidency, succeeding Emmett A. Bristor, Passaic Daily Herald. Rudolph E. Lent, Passaic Daily News, was elected vice-president; John W. Clift, Summit Herald, secretary, and W. B. R. Mason, Bound Brook Chronicle, were re-elected.

The nominating committee consisted of Fred L. Crane, Elizabeth Journal; William A. Haffert, Cape May County Times, Sea Isle City, and P. S. Foster, Elmer Times.

The new personnel of the executive committee consists of William B. Bryant, Paterson Press-Guardian; Charles H. Frost, Plainfield Courier-News; Harry R. Gill, Dover Advance; Edmund H. Carpenter, Woodbury Democrat; F. A. Robertson, Washington Star; George C. Ladd, Vineland Evening Journal; and E. V. Savidge, Hopewell Herald.

The new president is the youngest in the history of the organization. He was born in Des Moines June 11, 1888, and has served in newspaper work while attending school and ever since, having been owner at different periods of the Des Moines Saturday Review and other Des Moines papers, the Berkshire Courier at Great Barrington, Mass., San Bernardino (Cal.) Daily Times-Index, and the Muncie (Ind.) Daily Press. He is now owner and publisher of the Madison Eagle.

The association's annual dinner, held Saturday evening, was addressed by William W. Evans of Paterson, Speaker of the New Jersey House of Assembly, and Mr. Bryant, of the association's executive committee, publisher of the Paterson Press-Guardian. Mr. Evans gave testimony to the influence of the New Jersey press as a moulder of public opinion and declared that the preservation of the ideals and institutions of the State and Nation was assured while men of character and moral responsibility directed the 191 daily and weekly journals represented in the association.

The association's second annual newspaper institute will be held this fall. The first, held last September in Rudger's College, New Brunswick, was the first step toward the training of young men and women in New Jersey for newspaper work, and out of this beginning it is hoped that a State course in journalism may be evolved.

The executive committee was instructed to develop a code of ethics and business practice to be submitted to the association.

The association pledged itself to stand back of its legislative committee's efforts to guard against new bills that propose the elimination of full publicity on the financial obligations of municipalities. It declared its disapproval of the Darby-Pierson bill, which would have prevented the official publication of municipal audits made by the office of the State Commissioner of Municipal Accounts and its approval of efforts to secure passage of a bill which require the publication of proposed ordinances, instead of the publication of titles only, and the publication of school budgets.

William L. Haffert, Sea Isle City, told how the Cape May County Times, published in a summer resort, circularized property owners in that county until the newspaper's circulation rose to five times the aggregate resident population of Sea Isle City.

R. E. Lent, Passaic Daily News, discouraged the disastrous and costly competition of newspapers in circulation contest efforts.

FOREST FIRES HIT PULPWOOD

New Brunswick Government Asks Aid of Other Provinces

(*Special to* EDITOR & PUBLISHER)

ST. JOHN, N. B., June 16.—Much of the woods now being devastated by fire in New Brunswick and Nova Scotia are composed of pulpwood. The New Brunswick Government has sent appeals for help to outside provinces. Blame for the fires is laid at the doors of settlers in northern New Brunswick by the government representatives. The fires threaten to reduce the pulpwood cut for this year below that of last year despite a heavy cut last Winter. The mounted police are being utilized as guards in some sections of the woods.

The New Brunswick government has passed a law forcing all who enter the woods to procure registration certificates. The aim of this law is to fix the responsibility for fires. However, it is easily possible to enter the heart of the timber territories without certificates. The aim of this law is to fix in the price of newsprint is intimated, the reason of advance being the forest fires which have destroyed not only the trees but the stripped wood.

CANADA LOOKS TO FRANCE

Pulp Companies Hope to Wrest Market from the Scandinavians

Following a recent trade pact between France and Canada, pulp and paper companies in the Dominion are beginning to look to the overseas republic as a potential market. Heretofore most of the French paper business has been in Scandinavian hands, although France herself produces quite a bit of newsprint.

Four leading Quebec pulp and paper companies have formed an organization, under management of Henry Holland, which will work in France to sell Quebec wood pulp and paper in French houses.

Henry C. Plass Dies

Henry C. Plass, 41, star reporter of Detroit Free Press and one of the best known newspaper men in Detroit, died last night of pneumonia. He had been a reporter on Detroit papers for twenty years, mostly with Free Press. He spent the past winter in Florida and his wife, who remained there, failed to reach Detroit before he died.

Portland (Ore.) Journal Fire

Fire in the engraving room of the Portland (Ore.) Journal developed a number of scareheads around that building the night of May 20, but the blaze was extinguished without great difficulty.

HITS POLITICIANS WHO BLAME REPORTERS

Col. McCain Tells Keystone State Editors They Are Either Cowards or Liars; Altoona Man New President

Defending the newspaper men who gather news for the dailies and weeklies, Col. George Nox McCain, of the Philadelphia Evening Public Ledger, scored "the fellow who blames it on the reporter" as an individual who in nine times out of ten is "a moral coward" and in the tenth case "an ordinary liar."

Col. McCain, who has been connected with newspapers for 44 years, was one of the chief speakers before the 250 delegates of the Pennsylvania State Editorial Association in convention, Atlantic City, June 15-19.

"The reporter is the wheelhorse of every newspaper organization," declared Col. McCain. "Editors may write, business managers may manage, and circulation men may circulate, but not one of them could function were it not for the reporter. The public buys papers to get the news. The reporter is the newsgatherer.

"I particularly desire in this connection to speak of a certain class of men, usually identified in some way with public life, whom every reporter sooner or later is bound to meet. He is the individual who gives an interview or makes a public declaration one day, and indignantly denies it the next. He claims that he was misquoted, or misrepresented by the reporter; that he did not make the statement attributed to him.

"I do not pretend to deny that reporters make mistakes. It would be a miracle if they did not. A daily newspaper is one of the most highly organized plants in modern industry. It moves on a fixed schedule to meet trains and delivery service. Copy is more than frequently prepared under pressure of time limit and circumstances that would distract another. A reporter who deliberately puts false words in the mouth of any citizen is not only a great rarity, but he is a disgrace to his profession.

"Besides, entirely apart from the ethical phase of the matter, it is not only highly dangerous but is actionable at law.

"An experienced reporter is one of the most highly specialized men in any profession. A physician knows one thing, medicine. An attorney can tell you the law and defend your cause along certain lines, but a good reporter must know a little about everything and above all else, like the great Apostle to the Gentiles, be all things to all men.

"There is another individual, and he is more numerous than the other I have mentioned, who professes a fine cynicism about the truth of reportorial statements. His can't phrase is, 'There's nothing to it. It is only a newspaper story.'

"Such an expression is the hallmark of ignorance or the sign-manual of a flippant simpleton. The invested millions in the newspaper business, the ceaseless effort for perfection, and the constant struggle to achieve accuracy mean nothing to such as these.

"They never knew, and never will know that it was a reporter who struggled over the midnight debates in the English Parliament, that wrote the immortal Pickwick papers, and Martin Chuzzlewit, and Bleak House; that Charles Dickens was once a reporter.

"That the man who set Europe aflame with the story of Turkish atrocity, who inspired the Russo-Turkish war, and freed Bulgaria from 300 years of slavery was an Ohio newspaper reporter, James A. McGahan.

"That Henry M. Stanley, toiling through the semi-darkness of Africa's forests to reach Livingston, was a New York reporter. That Richard Rall, Mark Twain, Richard Harding Davis and a whole galaxy of modern novelists of brilliant attainments, were once reporters."

H. L. Johnston of Altoona is the new president of the association. Other officers selected were: First vice-president, Howard W. Page, Philadelphia; second vice-president, Joseph F. Biddle, Huntingdon; third vice-president, Paul R. Eyerly, Bloomsburg; secretary, Joseph H. Zerbey, Jr., Pottsville; assistant secretary, D. M. Creswell, State College; treasurer, Marion S. Schoch, Selinsgrove; traveling representative, William C. Bothwell, Harrisburg; executive committee, J. H. Zerbey, chairman; George J. Campbell, Pittsburgh; C. N. Andrews, Easton; J. S. Knepper, Carnegie; W. L. Taylor, York; George Nox McCain, Philadelphia; G. R. Eshleman, Lancaster, and D. L. Myers, Norristown.

The association "viewed with alarm the growing tendency to change the widely established and well tested form of government by substituting radical experiments subverting the constitution."

The association specifically was "unalterably opposed to the proposal of Senator LaFollette to permit the shifting political experiences with an act of Congress to override the decisions of the United States Supreme Court."

The editors favored the establishment of a system of inland canals, better policing o fState roads, not so many new laws but better enforcement of the present ones. They also favored the more general participation of women in politics and office-holding. They believed that increased expenses warranted readjustment of rates and charges by publishers.

STEELE HEADS LONDON MEN

American Correspondents Entertain Curtis, Ochs and Sullivan

(*Special to* EDITOR & PUBLISHER)

LONDON, June 8.—New officers of the Association of American Correspondents in London were elected at the annual meeting June 5. They are: President, John S. Steele, Chicago Tribune; vice-president, Leonard Holme, New York Times; secretary, Arthur E. Mann, New York World; treasurer, Ralph Turner, United News; executive committee, John Balderston, New York World; D. McKenzie, Associated Press; Ernest Marshall, New York Times; Karl Walter, Reciprocal News Service; W. H. Millgate, Detroit News.

The association had the pleasure last month of entertaining at luncheons two distinguished American publishers. The first, on May 21, was Cyrus H. K. Curtis, and accompanying him was David Smiley, executive editor of the Philadelphia Public Ledger. On May 29 the association had as its guests Adolph S. Ochs and Mark Sullivan. On June 14 the association entertains at lunch Viscount Astor and Viscountess Astor, M. P.

Thirty Club Honors Americans

The Thirty Club of London established a precedent on Sunday, June 10, when President John Cheshire headed a delegation of members and traveled out to the Forest Hills home of William H. Rankin and presented him with a scroll making him an honorary member. At the same time F. A. Wilson-Lawrenson was made the only other honorary member.

Mr. Cheshire said the British delegation felt a heavy debt of gratitude to these two men, to whose work the success of the mission in securing the advertising convention for London was very largely due.

ROGERS ON NEWSPAPER PROBLEMS

BEGINNING in the next issue of EDITOR & PUBLISHER, a new department, devoted to administration, production, promotion and community service, will be conducted weekly by

JASON ROGERS

formerly publisher of the New York Globe, and author of "Newspaper Building" and a dozen other of the best known and most widely read technical books on newspaper making.

QUESTIONS ABOUT YOUR NEWSPAPER PROBLEMS ARE INVITED.

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The McCann Endorsement on a product is its Final Seal of quality.

First For Food!

-THE EVENING MAIL*
With Alfred W. McCann

McCann now with The Evening Mail! That's real news to makers and sellers of foods. For ten years McCann has dominated public thought in New York on food. He has proven to be the *one* factor in the Greater New York food market indispensable to advertisers seeking to win that market as it can be won. His paper carried the largest volume of food advertising in New York.

In New York and through the Nation, McCann's name stands today for everything that is best in food. He has taught a vast public to demand honest food products. He is the valued ally of the great body of conscientious food producers: each strives continuously to standardize the industry for honest products. Writing exclusively for The Evening Mail, McCann now inaugurates new and important campaigns to this end.

THE EVENING MAIL

New York, N. Y.

Should Be "No. 1" on Every Food Schedule

*** Net Paid Circulation now 200,000 daily**

JOHN P. McPARLAND, 55, TYPO CHIEF, DIES

Printers' President Expires in Indianapolis of Heart Disease, Superinduced by Influenza, After Overwork

John P. McParland, aged 55, president of the International Typographical Union, died June 15 of heart disease, superinduced by influenza, at St. Vincent's Hospital, Indianapolis, which is the national headquarters city of the organization. He was a native of Australia but an American citizen.

After a conference of the Allied Printing Trades Council in New York in April, Mr. McParland, though greatly fatigued by overwork and travel, visited Binghamton on business. He became ill there May 2, and was removed to Indianapolis May 9. Physicians diagnosed his illness as influenza and bronchitis. After apparently recovering from the disease, he went to a sanatorium at Martinsville, and a relapse occurred.

For nearly two weeks Mr. McParland had been in a comatose state almost continuously. His son, John Jr., of Grand Rapids, Mich., arrived a week before his death, but because of his serious condition, was unable to converse with him.

Charles P. Howard, first vice-president of the union, whose home formerly was at Detroit, automatically will succeed to the office of president. The executive board will select a first vice-president. Mr. Howard has lived in Indianapolis since his election.

When elected president of the union in 1920, Mr. McParland was an executive in the employ of one of the country's largest commercial printing establishments. In his travels around the world he had worked at the printing trade in England and Australia.

Mr. McParland was one of the founders of the Query Club, a social organization of the New York printers, which has members in many cities. The New York union, Big Six, with its 9,000 members, is the largest local of the International Union, and Mr. McParland for many years was regarded as its favorite son.

Mr. McParland was completing his second term.

He served his apprenticeship to the printing trade in Ballarat, Australia, joining the Typographical Union at Newcastle, New South Wales, in 1886. He arrived in America in 1888, depositing an Australian traveling card with Typographical Union No. 6. He then toured western New York, Pennsylvania, Ohio and Indiana, locating in Chicago in 1891, where he remained twelve years. It was here he gained prominence as a union leader.

He became naturalized in 1898. In the same year the Chicago Union elected him delegate to the Detroit convention, and he became a candidate for vice-president against James M. Lynch, who was later elected president of the International Union.

Mr. McParland was the first president of the Illinois State Typographical Union, serving for two terms. He served for five years on the newspaper conference committee of the union, negotiated and executed the agreement extending union jurisdiction over proofrooms in Chicago, and originated and framed the law for admission of linotype machinists into the union. He also negotiated and executed the first contract underwritten by the International Union and also the first blanket contract embracing all trades engaged in the production of a daily newspaper.

In 1902 he went to New York, where he took a prominent part in the campaign for the eight-hour day in the printing trade.

Mr. McParland started on a trip around the world in 1908. Stopping in Australia, he accepted employment in Melbourne and later was elected vice-president of the Melbourne union. He also served as a delegate to the triennial conference of the Australian Typographical Unions. Leaving Australia for England, where he worked at the printing trade until September of that year.

Mr. McParland then again assumed interest in the I. T. U., which ended in his being a candidate for president in 1920, which he won by several thousand votes.

The body was taken to Grand Rapids, Mich., the home of his son, for burial.

Newsboy Shot Dead

Inability to change a 50-cent piece tendered in payment for a Sunday Herald & Examiner and his refusal to give up a paper without payment, cost Fred Young, aged 15, a Chicago newsboy, his life. He was shot and fatally wounded by Herman Kimball, also aged 15.

Obituary

John Harvey Nesbit, aged 81, father of Wilbur D. Nesbit, Chicago advertising man, died at Cedarville, O., June 12.

Mrs. Richard O'Brien, wife of Richard O'Brien, a director and member of the editorial staff of the St. John (N. B.) Evening Globe, died June 15.

Daniel J. Ryan, former Ohio Secretary of State and for many years well known as a historical writer, died June 15 in Columbus. His best known work was a five-volume history written in collaboration with the late E. O. Randell, for years reporter of the Ohio Supreme Court. Mr. Ryan was author of the "Ohio" article in the Encyclopedia Britannica, "Ohio in Four Wars," "Historic Failures of Applied Socialism," etc. He was the first president of the Ohio Republican League and temporary chairman of the first National Republican Club convention, in New York in 1887. He was an attorney by profession. Newspaper correspondents in Columbus during legislative sessions and others visiting the State during national election contests always looked up Ryan to get Ohio data.

Harold Sutherland Brown, member of the circulation department of the Portland (Ore.) Telegram, died recently at a Portland hospital. He leaves a widow and two children.

George McSorley, formerly a reporter on daily newspapers in St. John N. B., died recently in Townsend Harbor, Mass.

William Harrison Hall, aged 71, for 40 years employed in the composing room of A. H. Belo & Co., by far the greater part of which was as a compositor and proofreader on the Dallas Morning News, died June 7. Mr. Hall was for several years employed on the Galveston News while that paper was published by A. H. Belo & Co.

Miss Elizabeth O. Toombs, aged 46, author and lecturer, died in New York City June 1 of pneumonia contracted four weeks before while attending the convention of the General Federation of Women's Clubs of which she was a vice-president. She was formerly assistant editor of Harper's Bazaar, associate editor of Good Housekeeping, and society editor of Town & Country.

Mrs. Annie Killen, mother of Thomas Killen, writer on dog topics for daily newspapers in St. John, N. B., died recently.

Charles L. Davis, aged 90, who was associated with the late B. B. Herbert, founder of the National Editorial Association, in the publication of the Red Wing (Minn.) Republican, died at the Minnesota Soldiers' Home June 11. He was born at Chester, Vt.; went to Minnesota in 1857; served as captain in a Union regiment in the Civil War; resumed newspaper work at Red Wing, and was later for years postmaster in the State Capitol, St. Paul. He is survived by his widow and sons, Charles and Gilbert.

William J. Babb, an old newspaper man, died in Wichita, Kan. He founded the Kansas Commoner in 1898 and sold this weekly newspaper in 1910.

William K. MacNeal, aged 30, formerly of the staff of the Lancaster (Pa.) Examiner, died at Honey Brook, Chester County, Pa., June 16. He had been ill 18 months. After attending Yale he entered newspaper work with the Philadelphia Press and Ledger and worked for the Honey Brook Graphic before going to Lancaster.

Edward E. Reeves, aged 62, a reporter of financial and commercial news on newspapers in St. Louis for more than 28 years, died in Barnes Hospital there June 16, following an operation for tumor of the brain. He was born in Atlanta, Ga, and spent most of his early life in Terre Haute, Ind., where three sisters now reside. He leaves a widow, two sons and a daughter.

Orville C McLaughlin, formerly on the reportorial staffs of the Springfield (O.) Daily News and Dayton News, died in a Dayton sanitarium June 18 of tuberculosis. He had also been city editor of a Portland (Ind.) newspaper. He was a member of both Ohio and Indiana bars.

Mrs. Sarah Fairall, aged 86, widow of H. H. Fairall, one time editor of the Iowa City Daily Republican, died June 14.

Rev. William H. Sheran, formerly professor of English literature at St. Paul Seminary and widely known as a writer and author of textbooks, died June 14 at St. Bernard's Hospital, Chicago.

Joseph C. Young, pioneer newspaper man of Bon Homme County, S. D., and one time owner of the Springfield (S. D.) Times, died at Yankton, S. D.

Herbert Trench, aged 58, British poet and dramatist, died at Boulogne, France, June 11. He was formerly director of the Haymarket Theatre, London. He was born in Ireland.

Faulkner Memorial Committee

A. V. Abernathy, former newspaper man, but for two years a secretary of the Cleveland Bar Association, is secretary of a committee of newspaper men in Cleveland to look after contributions to the promised memorial to James W. Faulkner, of Cincinnati, Ohio, "dean of Ohio correspondents." The memorial make take the form of scholarships to be awarded in the school of journalism of the Ohio State University. E. C. Hopwood, editor of the Cleveland Plain Dealer, has been designated to look after the Faulkner memorial on that paper. John T. Burke, president of the Ohio Legislative Newspaper Correspondents, Association, with the Cleveland News, is State chairman of the memorial committee.

15,558

Increase in Average Net Paid Daily Circulation of The Baltimore Sun (Morning and Evening) in May, 1923, over May, 1922.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

Detroit Is One of 10 Most Responsive Centers says Roger Babson

"These places should be especially responsive to advertising during the next few months: Boston, Philadelphia, Pittsburgh, Birmingham, Chicago, DETROIT, St. Louis, Memphis, Los Angeles and San Francisco."—Excerpt from Babson's Reports, Sellers Bulletin, May 3, 1923.

Detroit's responsiveness to advertising is a well known fact. Detroit is becoming, however, increasingly responsive as its population and metropolitan area grows. Detroit has increased from 942,739 in 1921 to 1,184,425 in 1923 and additions are being made at the rate of 200 families a day. This growth has added many new residential areas, has necessitated 80 miles of new street car lines and 28 miles of additional Fifth Avenue Type buses—and the whole of this fast growing, prosperous and industrious population can be covered thoroughly by one paper, The Detroit News, which reaches 90% of the homes in Detroit.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan
Over 270,000 Sunday, 280,000 Weekly Circulation

CIRCULATION MANAGERS ON PROMOTION

(*Continued from page* 8)

subscriber does not get any special reward, but they are willing to live up to the contract to help a boy or girl who is ambitious. The contracts have been for three, four and six months. We have been using this method for three years for various offers, ranging up to bicycles. More than 20 per cent of the business secured by these contracts continue for an indefinite period after the contracts expire."

A. W. PETERSON, Waterloo (Ia.) Evening Courier:

"Making a paper with reading matter in all classes that best suits the needs of the people in the community where the paper is circulated. Making the paper agreeable in a typographical way to the average and keeping it in one style constantly so that readers will be accustomed to that style. Teaching every one around the home office to believe in the paper as it is constructed and showing them how to talk it at all times, so that others will believe in it. Keeping the price high enough so people will appreciate it. Keeping before readers constantly the fallacy of trying to win them by premiums, contests, etc."

C. R. NORTON, Florida Times Union, Jacksonville:

"Using motor trucks to make connections with mail trains in newspaper's territory, where train service at point of publication is unsatisfactory."

MRS. P. M. STRIBLING, Deland (Fla.) Daily and Deland Weekly News:

"One of the best plans we employ is the personal subscription made by our newsboys. We pay them according to the size of the route or the number of customers they have, and allow them to make the weekly, monthly or yearly collections, according to how the customer wishes to pay, and allow them 10 per cent on all collections. Our newsboys are capable, bright, energetic young boys and the plan works well. In addition to this plan we put on several contests during the year, one usually in the spring to enlarge our subscription after the tourists leave, and the other a Christmas newsboys contest. In the last contest, we offer cash prizes of $5.00 and $2.50 to the boys winning the most new subscribes and cash prizes of $5.00 and $2.50 to the boys turning in the largest amount from collections. The contest is put on about six weeks before Christmas and the prizes awarded Christmas eve. The spring contests usually vary in their nature, different ones being used each year."

O. MCPEAK, Rome (Ga.) News:

"Know your territory. Know your paper. Co-operation and work."

J. R. BROYLES, Muncie (Ind.) Star:

"Everlastingly keeping after the dear people and selling the newspaper on its merit and keeping punch in the agents and carriers."

W. L. LIPPINCOTT, Atlantic City Press and Union:

"Contest for boys and girls offering prizes for new readers. Prizes offered to carriers for a stated increase over their present order. Use of a good premium on canvass. Prizes offered to newsboys for increase of their sales, such as pen knives, moving picture tickets, bicycles, wagons, etc."

A. C. MICHENER, Hannberg Telegraph:

"There aint no sich animal."

R. W. JENNEY, Lima (O.) Republican Gazette:

"I have just worked out a bonus plan for suburban agents, which while it is too early yet to tell how much business it will produce, I believe it to be a winner. The plan is as follows: Starting with draw first of month, any agent who increases five subscriptions and holds till first of next month receives a dollar bonus. Ten increases receives $2.25, fifteen increases receives $3.75. As long as agent holds this increase he draws his bonus each month. Have had quite a few responses from this plan already. In this field the plan has been to give away all kinds of premiums to secure the business, and I am sorry to say that after business has been received it did not hold up. I do not know if this bonus plan was ever worked before, but to my knowledge it has not been."

G. S. PORTER, Saskatoon (Sask.) Daily Star:

"Strenuous and intelligent soliciting by salaried city and road men. Circulation contest carefully regulated and conducted by some reputable individual or company. Premiums: If you are prepared to offer some article of good known retail value as an inducement in obtaining both new and renewal subscriptions. Features provide the greatest lever for prying new and increased orders, the more you have the greater the results."

T. J. DESMOND, El Paso Times:

"Free railroad trips to vacationists at this time of year, the number of subscriptions required is regulated according to cost of trip."

W. C. DECORDOVA, Daily Ardmorette, Ardmore, Okla.

"I must admit that I am out of ideas and we are putting on an automobile contest for mail subs only."

W. O. STOVALL, Tampa (Fla.) Morning Tribune:

"The Tribune put on 1,000 new readers in three weeks in the city of Tampa and are now working with success towns in our territory with the revised 'four months for the price of three' subscription offer."

A. V. AMBROSE, Trenton Times:

"Comic section—picture page—music. Continued stories—short complete stories—live wire sport section—radio—special stories for boys and girls—stock market page—special stories by Angelo Patre, David Lawrence, Stuart P. West."

J. W. DRISCOLL, Connellsville (Pa.) Courier:

"Service."

W. H. HENDERSON, Oregon Statesman, Salem, Oregon:

"Carrier competition using as prizes Shetland ponies, motorcycles, bicycles and cash prizes. General Shetland pony competition and general motorcycle and bicycle competition. All contests in small cities to be conducted by the circulation manager."

H. V. PARRATT, Evening News, Modesto, Cal.:

"The $1.00 and 50 cents accident insurance policy. Before the World War this policy was impossible, but to-day it is a wonderful promotion or premium scheme, which surely gets the volume of business, and it is a thorn in the side of the fellow who tries to buck his competitor who uses it."

E. DONLON, Providence News:

"I have used a bicycle, then a coaster wagon, then a bicycle, then a coaster wagon, for two years, open to all boys and girls who get subscription orders, there is a new crop of boys and girls coming along each year who these prizes are new to."

H. H. FRIS, El Paso Herald:

"The offer of a $50 portable Corona typewriter for 20 new three-month subscriptions, 12 six month, or seven yearly subscriptions. Vacation trip offers. Excursion to El Paso from different parts of the Southwest. Car-

(*Continued on page* 16)

I WANT A SALES MANAGER

I prefer a man who has had experience with a publishing house or who has done things in the newspaper world. It is necessary that he have a fundamental love for good literature and be born with a sense of humor.

He must know how to organize, how to plan, how to map out big undertakings—and then how to put them across, smoothly and noiselessly.

Such a man will be given a wonderful opportunity in a fascinating business—that of syndicating nearly fifty of the most widely known features sold to newspapers. I want a man to take up and develop the sales department of the business which my associates and I have brought to its present standing. He must be a real executive and a successful handler of salesmen.

The George Matthew Adams Service now does business with something like 600 daily newspapers, syndicating such widely known stars as Walt Mason, "Eddie" Guest, Lee Pape, and the work of such artists as Ed Wheelan, "Edwina," Hungerford, Morris.

This Sales Manager will be given every opportunity to make good in a big way. He will be given co-operation and be let alone to develop his ideas. His record will be carefully considered. His age should be around thirty and he ought to be a college man, tho that is not essential.

The man I want is employed already somewhere—making good—but in his secret soul he wants a happier job, a bigger chance. Are you the man? If you think you are, let's talk it over. Appointment made by letter only. Address:

George Matthew Adams, President

THE GEORGE MATTHEW ADAMS SERVICE, Inc.

8 West 40th Street New York

THE newspaper which a man is ashamed to take into his home has little value for advertising purposes. It is quickly glanced through for its sensational features and then thrown away.

The paper which is most effective as an advertising medium is the one which has the confidence of its readers. The Providence Journal and Evening Bulletin are trusted in Rhode Island. Long years of experience have convinced the public of the honesty of these publications and their readers receive your advertising message in a believing frame of mind.

A careful circulation survey has proven that the percentage of duplication between the two papers is very small and that one or the other is read in nearly every worth-while home in the State.

National advertisers may now buy space in the week-day issues of The Providence Journal and The Evening Bulletin at a special combination rate, enabling them to cover this prosperous community at the least possible cost.

Providence Journal Co.

Providence, R. I.

CHAS. H. EDDY CO.
National Advertising Representatives
BOSTON NEW YORK CHICAGO

R. J. BIDWELL CO.
Pacific Coast Representatives
San Francisco Los Angeles

CIRCULATION MANAGERS ON PROMOTION

(*Continued from page* 15)

rier contests, especially a five hour race for new subscriptions."

L SMITH, Kansas City Kansan:
"Competition between the carriers of different districts. Interest them in some kind of competitive sports, such as basketball or baseball, depending upon the time of the year. Pay the boys a little cash for each order. Have a silver trophy cup on which the name of the winning district is engraved. Make each carrier feel the responsibility of increase the circulation on his route. Show him the advantage of building up his business. Make him feel that he is a retail merchant and it is up to him to make the business pay."

M. CONNOLLY, Bend Bulletin, Bend, Ore.:
"Instruct carriers in the principles of salesmanship and let them bring in the business themselves. Make the paper such that it will sell itself."

A. LECOMTE, Kansas City (Mo.) Journal Post:
"The publishing of an up-to-date newspaper with news features properly displayed. Service to subscribers. A comic section that is comic and not silly. A gravure section with local and foreign pictures. The right sort of a woman's page. The best sporting information possible to secure."

E. P. HOPWOOD, Portland Oregonian:
"About the best plan to get hold of subscriptions is to give service."

H. SEARLES, Hollywood (Cal.) Daily Citizen:
"Have carriers work in the morning for prizes. Take all carriers who have worked to lunch. Give a prize for each subscription and prizes to high men. Enthusiasm for this short time work is easily injected and results have been very satisfactory. The average will be around four subscriptions for every boy out working. The average cost per subscription will be between thirty-five and forty cents."

W. D. LYNESS, Tacoma (Wash.) News Tribune:
"Reimburse carriers and agents more liberally for new business. Their orders are always cheaper than solicitors' business anyway, and the quality superior. Personal contact of the right kind will win and hold your organization's loyalty and support, which in itself is the best permanent means of promotion and maintainance that I have ever discovered."

E. H. BRODERICK, Charlotte (N. C.) News:
"Using prize tickets on somewhat the same plan as the United Cigar Store coupons. Two prize tickets could be given for a new start for four weeks. One prize ticket could be given each week to every carrier who has no 'complaints' or 'kicks.' One prize ticket could be given each week to each carrier who pays his account in full by a certain date if independent carrier system. Or if carrier collects on commission, one prize ticket could be given to each carrier who collects a certain percentage of the quota of his route. No cash value should be placed on prize tickets, but prize tickets should be redeemed for premiums such as jack knives, flash lights, skates, baseball equipment, sporting goods, in fact anything useful to boys, also arrangements could be made with the picture shows to accept prize tickets as admission. The tickets could be redeemed from picture shows by you for cash or advertising. Personally I would suggest giving premiums for prize tickets at a value of 10 cents each for each prize ticket but would not make any cash value to carriers. A carrier will work harder for a prize ticket (value in premiums of 10 cents) than he would for 50 cents in cash. During the past five weeks we have put on over 500 new subscribers (all orders verified) by using this prize ticket system. Each new four week subscription has cost us 20 cents and it sure is the best kind of business."

SIDNEY D. LONG, Wichita Eagle:
"Giving of bicycles for 25 new subscribers each for six months."
"Giving bicycles, suits of clothes and similar articles to agents for increase in order from 25 to 50. Each increase to be held six months."

Lexington (Ky.) Leader:
"Advertising. A good newspaper and satisfactory service. We do not believe in premiums or contests. We do not cut our rate. Our list is growing."

$600 IN LITERARY PRIZES

Pioneer Writers' Guild Has Contest for Non-Professionals

The Pioneer Writers' Guild of America, with headquarters at the Guild Hall, 9 Charles street, New York City, an organization of younger writers and artists in New York, which publishes an official monthly called the Pioneer, is offering $600 in prizes in a literary contest open to all except professional writers and artists. (Any person who has had more than three stories or six poems or three cartoons published and paid for in a periodical of general circulation, or who has had more than one play presented by a commercial theater in the course of one year, is considered a professional.)

The prizes are as follows: short story, under 3,000 words, $150; poem, not exceeding 30 lines, $150; play, preferably one-act, $150; cartoon, $150. The judges are: poetry, Lola Rodge, Clement Wood, David P. Berenberg; stories and plays, Charmion V. Wiegand, William Green, Ione Sweet; cartoons, William Gropper, Benjamin Greenstein.

BUY CALIFORNIA WEEKLIES

Former Publishers of Flint Tribune Enter Pacific Coast Field

W. Harold Kingsley and Grover C. Whyte, formerly co-publishers of the Flint (Mich.) Evening Tribune, have purchased the Torrance (Cal.) Herald and the Lomita (Cal.) News Letter from Claude P. Roberts. Mr. Kingsley was formerly on the editorial staff of the Grand Rapids Press. Mr. Whyte before the war was assistant advertising manager of the Flint Daily Journal. After the war they started publication of the Flint Saturday Night, a successful weekly, which they later made into a daily. About a year ago they disposed of their interests in Flint. Whyte went to California and Kingsley went to Europe, where he was on the editorial staff of the European edition of the Chicago Tribune in Paris.

Kingsley and Whyte took over the management of the two southern California weeklies June 18.

EX-CHIEF LOSING EYESIGHT

O'Neill of Chicago Was a Noted Writer of Irish Song Lore

Francis O'Neill, former Chicago Chief of Police and well known among newspaper men as a writer of Irish song history, is fast losing his sight, according to recent cards received from him at Ocean Springs, Miss. They were mailed to police reporters who had worked with the chief on big crime stories.

O'Neill rescued scores of old Irish songs and airs from oblivion. Once he hurried out of his office in the midst of a murder inquiry. All the Chicago papers carried big Page One lines that the chief was out on "a hot clue." Returning excitedly, O'Neill called the police reporters to his office. He gave them the notes of a new Irish tune. "And I'm going to call it, 'My Little Red Hen,'" he told them.

Rebuilding After Fire

James L. Dow, editor and publisher of the Lubbock (Tex.) Morning Avalanche, has begun work on a new building. The Avalanche plant was recently destroyed by fire, and meantime the paper has been printed in Amarillo. The new building will be one-story brick, 52 x 125 feet, with foundation and walls for two more stories when needed.

Sponsors Boy Scout Fund

The Kenton News-Republican is sponsoring a movement to raise a camping fund for boy scout troops. The newspaper recently added International News Service.

Paper to Have New Building

The St. Cloud (Fla.) Tribune has plans under way to locate in a new building at Eleventh street and New York avenue within the next few months.

DEAN ALLEN GOING ABROAD

Oregon School of Journalism Chief Plans Extended Vacation

Dean Eric W. Allen of the University of Oregon School of Journalism will sail for Europe in August to spend several months in England and on the continent. While this is a vacation journey, the Dean will make a first-hand study of European newspapers and their methods. He will be accompanied by Mrs. Allen.

He will return to America in time to preside over the Winter meeting of the American Association of Schools and Departments of Journalism.

He has taught at the University of Oregon continuously since the work was inaugurated in 1912. In his absence Professor George S. Turnbull will be acting Dean.

Cleared in Woman's Death

Clifton A. Meek, cartoonist, whose residence is in Norwalk, Conn., was held blameless by the coroner after investigation of the death of Mrs. Josephine Barlow under the wheels of Meek's automobile May 22. The woman stepped in front of the car.

New Texas Daily

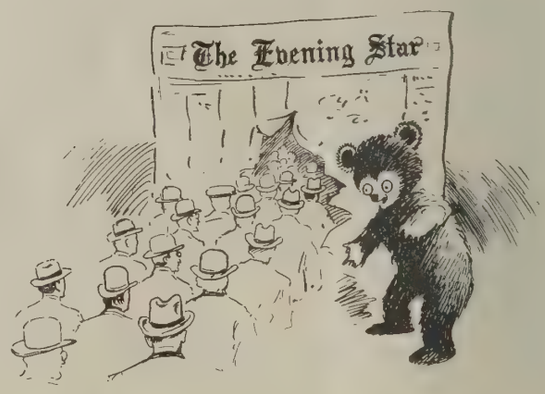
Bridges & Pierce, editors and publishers of the Luling (Tex.) Weekly Signal, announce they will publish the Signal as a daily and weekly as soon as their plant is enlarged. The paper will have an Associated Press wire.

CLARENCE
by CRAWFORD YOUNG

The Princeton Clarion News is the new customer this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City



In Washington, D. C. it's The Star.

The National Capital is, perhaps, the one conspicuously outstanding "one paper city"—and that paper is The Star.

It's the home paper—taken into the home and read by every member, of practically every family, in Washington.

Therefore it covers the field—wholly and completely and influentially.

The Evening Star
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.
Write us direct or through our

New York Office
Dan A. Carroll
110 East 42d Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

EMPIRE GROUP BUYS TWO ELMIRA PAPERS

Govin and Suter Sell Advertiser and Telegram to Star-Gazette Owners, Who Will Retain Papers' Identities

The Elmira Star-Gazette Company, publishers of the Elmira Evening Star-Gazette, on June 16 purchased the Elmira Sunday Telegram and the Morning Advertiser. Both papers will maintain their separate names and identities and will be written and edited by entirely different staffs. Advertising will be sold in combination at 11 cents a line. The properties have been managed for two years by Herman Suter, president of the Telegram Printing Company, and by Ralph R. Govin, Jr., son of the owner. As both papers could be published more economically from the Star-Gazette plant, their purchase resulted.

The owners of the Star-Gazette Company are W. J. Copeland, E. R. Davenport, Frank E. Gannett, and Frank E. Tripp. Messrs. Copeland, Davenport and Gannett control the Empire State Group of Newspapers, which, besides the Star-Gazette, publishes the Rochester Times-Union, Utica Observer-Dispatch and the Ithaca Journal-News.

Matthew D. Richardson, of the Star-Gazette staff, becomes editor of the Telegram, with William C. Gill, formerly of the Telegram, his associate. Roy D. Waid, of the Star-Gazette staff, becomes city editor of the Advertiser. George S. Crandall will continue as editor of the Star-Gazette and John T. Calkins as city editor. Charles Barber, Sherman V. Jones and Cornelius J. Millken have been added to the Star-Gazette staff.

Messrs. Copeland and Tripp will look after the management of the Elmira properties while Messrs. Davenport and Gannett will devote most of their time to the Rochester Times-Union and the other papers of the group.

Messrs. Govin and Suter will continue to publish the Scranton (Pa.) Sunday Telegram and the Wilkes-Barre Sunday Telegram, which they established in 1922. Their advertising was formerly sold in combination with the Elmira Telegram.

REPORTERS VS. AUTHORS

Debate on Connection, if Any, Between Journalism and Literature

The eternal question, Is there any connection between journalism and literature, was discussed recently at the Civic Club, Brooklyn, by Royal Davis of the New York Evening Post, Carl Van Doren of the Century Magazine, and Oswald Garrison Villard of the Nation.

Mr. Davis said: "Newspaper writing at its best, has brevity, clarity, and gets to the point without delay. These are also virtues of literature. Above all, news writing is appropriate to its subject matter, which is a quality that might well be imitated by many non-journalistic writers."

Mr. Van Doren said: "Perhaps the best effect of journalism on the literary artist is that he gets used to keeping in mind that he is writing for a group. The other side of the picture is that many of our young writers are kept from developing because the editors and the public insist that they keep on repeating one type of story or literary form in which they have had special success."

Mr. Villard said: "American journalism is suffering today because it hasn't room to turn around in. The editors have to look for exciting and sensational stuff to put in between the advertisements. News copy has to carry the advertising matter."

SPORT PAGE FREE AND EASY

There One Finds Freshest Style, Journalism Students Told

"It is to the sports page of a newspaper that the average reader turns when he wants to indulge himself in information uncolored by murder, suicide and divorce and written in a style fresh with the invigorating English of the playfields of America," said Prof. H. F. Harrington, director of the Medill School of Journalism, Northwestern University, addressing the students on "Little Masterpieces of Reporting." He read some newspaper stories entitled to be called, he said, "little sisters of literature."

The newspaper, Prof. Harrington declared, embodies all types of writing, essay, verse, descriptive and narrative writing, and advertising. He criticized the standardization of the average news story of today, declaring that through the use of the telephone and the necessity for hurry it has become less literary than it used to be.

"This, however, is not true of the sport page, where the story must be first interesting," he added.

$25,000 Libel Verdict Upheld

The $25,000 libel verdict awarded by a jury to John Devoy, editor of the Gaelic-American against the Irish World was upheld by the court. The suit, for $100,000, was based on republication on Aug. 28, 1920, of an article previously printed in 1888, accusing Devoy of making improper use of "Skirmich funds" collected in America for the purchase of arms by the Irish to be used in preying on British shipping.

California's $250,000 Campaign

More than a quarter of a million dollars has been spent in advertising California throughout the nation, B. M. Rastall, vice-president of Californians, Inc., announced at a meeting of the Northern California Hotel Men's Association at San Francisco.

Baseball Writers Shown Up

The New York Newspaper Club trimmed the Baseball Writers' Association in a hard if inefficiently fought game of baseball at the Yankee Stadium Sunday, June 17. The score was 8 to 7. Babe Ruth umpired.

Fox Left $1,796,169 Estate

Richard K. Fox, publisher of the Police Gazette, New York, left an estate appraised at $1,796,169, an appraisal shows.

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION
General Offices: 805 Terminal Building, Brooklyn, N. Y.

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Now 8 Columns

(Miss.) Post recently
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INQUIRIES

S OFFICE
w York City, N. Y.

Pittsburgh
1117 Farmers Bank Bldg.

BLUE SKY SHIP AD HEARING

Space in Swedish Papers Planned by Great Northern Company

Advertising in Swedish newspapers had been planned in connection with the flotation of stock for the Great Northern Steamship Company, Reynold Gylling, assistant treasurer of the United States Service, Inc., testified at the hearing in Boston under the Public Utilities Commission. A complaint against the character of the advertising for the steamship company had been filed by Silas F. Waite, blue sky commissioner.

The company, although not the owner of a ship, had issued advertising of trips abroad at rates far below normal. The hearing will be resumed June 19.

New York Tribune Sued on Contract

The New York Tribune is made defendant in a suit for $52,500 by the Akul Building Company, which was negotiating for purchase of the old Tribune building in Park Row. The complaint states that an agreement was made December 22, 1921, for the deal at a price of $2,750,000, on which $50,000 was paid down. The Akul company claims that the facts regarding a lease held by a banking firm in the building were not correctly represented, and that the building was allowed to deteriorate after December, 1921.

Paper Men Like Watertown

It seems likely that Watertown, N. Y., will be chosen as the meeting place of the 1924 convention of the National Association of Paper Mill Superintendents, in session there. Watertown was the only city proposed at the meeting. J. H. O'Connell of the Diana Paper Company, Harrisville, N. Y., president for the past two years, refused to be a candidate for renomination.

Publishing Property Sold

Property of the Enterprise Publishing Company of Cleburne, Tex., which recently suspended publication, has been sold under foreclosure proceedings. The plant was purchased by the Farmers & Merchants National Bank.

Publisher's Estate $20,000

The estate of J. L. Stewart, publisher and editor of the Chatham (N. B.) Weekly World, who died in Melrose, Mass., recently, has been probated at $20,000. The next of kin is a brother.

PROTECTING YOUR INVESTMENT

TRADE LINOTYPE MARK

Leadership

EVERY development of the slug composing machine from the first idea of the circulating matrix to the present quick-change, multiple-magazine text and display machine has been a Linotype achievement. The Linotype Company maintains organized departments that do nothing else except work ahead to keep the Linotype user in the front of the printing business.

Performance

LINOTYPES are in active operation today after more than a quarter-century's steady use. Many are in use in remote places. Linotype resources have been invested without stint in factories and equipment to take care of the needs of the printing business for years to come.

Service

THE more than 45,000 Linotypes throughout the world are supplied through Linotype sales and supply organizations that serve four-fifths of the world's printers and publishers.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

Composed entirely on the LINOTYPE in the Scotch Series. The Border is No. 1654.

LIBEL SUIT DEFEATED IN BERGDOLL CASE

Federal Judge Orders Judgment for St. Paul Dispatch in $100,000 Damage Action Based on A. P. Story

The first decision to be returned in a series of suits against newspapers that printed an Associated Press dispatch was made in St. Paul June 11, when Federal Judge Wilbur F. Booth granted judgment in favor of the Dispatch Printing Company, defendant, against Col. Charles C. Cresson, plaintiff, who brought suit for $100,000 damages in connection with a story regarding the Congressional investigation of the escape of Grover Cleveland Bergdoll.

When Bergdoll escaped, Col. Cresson was appointed to conduct the prosecution of Col. Hunt, who was in charge of the military disciplinary barracks at Governor's Island, N. Y. The Congressional committee's investigation developed a majority report charging Samuel Tilden Ansell, former acting Judge Advocate-General of the Army, Col. Hunt and Col. Cresson with conspiracy "leading to Bergdoll's escape and the acquittal of those who brought it about."

It was upon the publication of this fact that Col. Cresson brought suit against the Dispatch Printing Company and other large newspapers throughout the United States.

In his opinion Judge Booth, in dismissing the action, found that "the inquiry reduced itself to this: Did the report of the committee charge plaintiff with conspiracy in connection with the escape of Bergdoll? It must be borne in mind that the truth or falsity of such a charge against the plaintiff is not here under investigation. Defendant is not sued for making false charges itself against the plaintiff, it is sued for falsely stating that the report of the committee charged plaintiff with the conspiracy."

The court then goes into a detailed resumé of the report of the Congressional committee, and concludes:

"It is clear to my mind, from a careful reading of the report, that the committee considered that there was a plot, or conspiracy, widespread and long-continued, which started with the plans for the escape of Bergdoll, and which did not end until after the acquittal of Hunt at least. The committee considered the objects of the conspiracy to be the safe escape of Bergdoll, and freedom from punishment of the conspirators. Unless these were their views, the investigation of Col. Cresson's conduct would be beyond the scope of the resolution, and criticism of him would be without point.

"The committee considered that all who took part in effecting either of these objects were in the conspiracy—some of them from the beginning, others coming in later. This explains the linking of Ansell, Hunt and Cresson in the report. I repeat, this court is not concerned with the correctness of the committee's conceptions, but only with the meaning of their report.

"My conclusion is that the report does charge plaintiff, Cresson, with conspiracy in connection with the escape of Bergdoll, but does not charge Cresson with directly aiding the escape. In my opinion no other conclusion can be fairly reached from a consideration of the report as a whole.

"The newspaper account complained of goes no further than the report. It states that the report charged Col. Cresson with conspiracy in connection with the escape of Bergdoll, but does not state that he was charged with directly aiding in the escape. The newspaper account fairly and accurately reflects the report, and is therefore protected by the qualified privilege."

CALLS SCHOOLS A FAILURE

William Hard Says National Life Is Filled with Discords

"If one of the prime purposes of any educational system is to produce population which can weigh evidence and can discern the true from the false, can avoid falling into absurd delusions, prejudices and passions, then the educational system of our country is one of the greatest failures of all time," said William Hard, author-journalist, in an address before 3,000 Northwestern University graduates on the campus in Evanston, Ill.

"Our citizens as individuals and as groups today believe the most preposterously impossible things about one another and fill the national life with discords and violence utterly unfounded on truth and gravely destructive of that fraternal co-operation which alone can give us an abiding national strength. Our schools do not seem to have been successful in giving us the power of plain, trained common sense."

Putting Tomorrow in Today's Copy

The P. H. Hanes Knitting Company of Winston-Salem, N. C., believe in "long pull" advertising; they believe it pays to put a note of tomorrow in today's copy. Recent newspaper copy devoted to selling summer underwear, after describing the five points of difference, and illustrating them, showing the label and giving the guarantee, adds this line at the bottom: "Next Winter you'll want to wear Hanes Winter underwear." The same thought must have been in the minds of Thomas Cook & Son, tourist agency, because it is running copy advertising cruises for next Winter to the Mediterranean, including Egypt, the Valley of the Kings, Paris, London, and the Continent.

Talks to Herald-Sun Ad Men

W. E. Fitzgerald, president of Renniere Process, Inc., addressed the advertising staff of the New York Herald and the Sun and Globe at their weekly meeting June 12.

New Equipment in San Marcos

The San Marcos (Texas) Times has installed $6,000 worth of new machinery, including a Model-14 Linotype, with three magazines and auxiliary magazine, a new printing press, and paper cutter.

FOR PROMPT SERVICE

TYPE · BORDERS · ORNAMENTS
BRASS RULE

Printers' Supplies · Presses · Paper Cutters

Hamilton Wood & Steel Equipment
including our
AMERICAN CUT-COST EQUIPMENT
Carried in Stock for Prompt Shipment

American Type Founders Company

Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

In Manufacturing and Agriculture

ILLINOIS

IS A LEADER AMONG THE STATES

Illinois has an area of 56,665 square miles, 56,043 square miles, being land of which 90 per cent is in farms and most of them under cultivation.

Because of the fertility of its soil the State has ranked many years as one of the leaders in volume of its agricultural property and in the gross annual receipts from its agricultural products.

The industrial interest of Illinois far exceeds its agricultural. The 1920 census gave the State $864,737,833 value of crops and $5,425,000,000 value of manufactured products.

Illinois has 18,500 factories employing nearly a million people. The range of output is great—iron and steel, the greatest melting works in the world, machinery, farm implements, motor cars, railroad cars and woolen goods, etc.

To reach the buying millions of Illinois with certainty Illinois newspapers are absolutely necessary. These papers prove it.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News	(E)	15,773	.055	.055
Bloomington Pantagraph	(M)	17,841	.05	.05
†Chicago Herald-Examiner	(M)	340,591	.55	.55
†Chicago Herald-Examiner	(S)	879,471	1.00	1.00
Chicago Daily Journal	(E)	117,483	.26	.24
†Chicago Tribune	(M)	537,134	.80	.80
†Chicago Tribune	(S)	884,706	1.15	1.15
*La Salle Tribune	(E)	2,948	.02	.02
*Moline Dispatch	(E)	9,559	.04	.04
†Peoria Journal-Transcript	(M&E)	32,648	.10	.09
Peoria Star	(E)	24,580	.075	.06
†Rock Island Argus	(E)	10,994	.04	.04
*Sterling Gazette	(E)	5,530	.03	.03

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

MORE THAN PHONE NUMBERS NEEDED IN CLASSIFIED ADVERTISING

Boston Transcript Finds Subscribers Like to Know Location of Homes for Rent, So Solicitors Are Urged to Get the Addresses

By C. L. PERKINS

Executive Secretary, Association of Newspaper Classified Advertising Managers

THE BOSTON EVENING TRANSCRIPT recently received a letter from one of its readers that read as follows:

"In searching the Transcript's advertisements of summer houses for rent, those attached all seemed possible solutions for my summer needs. However, the mode of addressing the advertiser is not clear to one at this distance, and I should be glad if my name and address could be given them by phone from your office with the suggestion that they write me details of cost and state of repair, together with what more detailed description would help one form a judgment. The clippings numbered 7, 10, 11, 12 and 13 especially interested me.

"I shall be glad of any help which your office can give me in this connection."

On the side of the letter were pasted the 13 clippings mentioned.

To emphasize to its advertisers the advantages of using more complete addresses to receive full returns from classified advertising, the Transcript reproduced this letter in a promotion ad in a recent issue of its paper. It is also running some other advertisements on the same subject and issues bulletins of instruction of its ad-takers. One of the bulletins reads as follows:

"TELEPHONE ADDRESSES ARE INSUFFICIENT.

"In the first place it is unwise to rely upon one address when it is just as easy to give one or more in addition.

"In the second place the telephone number is very likely to be printed incorrectly and it is easy to read incorrectly too if the printing of the figures is not perfect.

"Moreover, many people who may want to reply to the advertising are not within range by telephone or they may be so far from the advertiser's address that a telephone call would represent more time and money than they would care to invest.

"Telephone lines are oftentimes busy and again advertisers are not always home to answer calls. In this manner many good prospects are lost, for after one or two attempts the applicant becomes discouraged and tries elsewhere.

"In talking with advertisers who give only a telephone address, you should use some expression as follows: 'It is our experience and we urgently recommend that you supplement your telephone number with a street address, post office box or a Transcript office box number.'

"If this does not get them and they seem inclined to argue, give them some of the reasons quoted above as time permits."

"WHAT IS A WANT AD?" This question was asked every employe of the St. Louis Globe-Democrat and three prizes were offered for the best answers. The prizes were $25 for the best answer, $15 for the second best, and $10 for the third best.

Each participant was permitted to make as many answers as he pleased. The total number participating were 201, and 790 answers were received.

The first prize was won by Miss Blanche Ruhman, a young lady employed in the job press department. This is her answer: "A Want Ad is the most practical way of making your wants known to the greatest number of people in the quickest, surest and cheapest way."

The second prize was won by William G. Zink, employed in the ad room of the composing room. His answer was: "A Want Ad is the modern crier of needs to the multitude."

The third prize was won by Joseph Traxler, of the service and promotion department. His answer was: "A Want Ad is the shortest route between I need and I have."

The answers were judged by E. Lansing Ray, president; Douglas B. Houser, vice-president and advertising manager, and Charles W. Nax, classified advertising manager.

THE Omaha World-Herald, of which Chester Nolan is classified manager, is running some interesting promotion copy with the idea of visualizing the size of the market in its want-ad columns.

One of these attractive and efficient advertisements is headed "A $3,000,000 House Was Advertised for Sale in the World-Herald Want-ads Last Sunday."

In part, it said:

Can you picture an Omaha or suburban residence valued at $2,831,240?

Worth more than ten times the assessed valuation of the Joslyn Castle?

That was the total valuation of the city and suburban residential property advertised for sale in the classified columns of last Sunday's World-Herald.

REAL ESTATE VALUATIONS
BACK OF THE WORLD-HERALD
WANT-ADS LAST SUNDAY

All classes of real estate	$6,500,000
Valuation per page	2,166,666
City and suburban residences	2,831,240
Valuation per column	270,000
Valuation per inch	12,857
Valuation per line	918

What a splendid array of real estate offerings the World-Herald classified section brings to your door each Sunday!

Few other forms of advertising represent holdings valued anywhere near $2,000,000 a page. You will find all the real estate ads, as all the ads in every other classification in the SUNDAY WORLD-HERALD.

Another advertisement was:

IF YOUR
AUTOMOBILE
WERE LONGER
THAN YOUR JOURNEY—

"Just suppose that you owned all the used cars advertised in the World-Herald want-ad columns in 1922.

And suppose you wanted to drive to Lincoln to see the State Legislature in session.

The composite of all your cars would have a wheelbase longer than the air-line distance between the World-Herald building and the State Capitol.

YOU WOULD BE THERE
BEFORE YOU STARTED.

SETS LAST MARKET TABLE

Buffalo Express Man Quits to Take Care of His Garden

Charles J. Hetzel, who has been setting markets and tabular matter on the Buffalo Express for 39 years, set his last take on the night of June 8. (Don't put this among the obits.) Hetzel has retired and will spend his days now in his garden.

He was willing to work two nights a week, but had to spend so much time, he says, looking up subs, that he felt he would rather quit the machine entirely than look for subs all the time.

Bolles a Playwright

A pageant, "The Land of Blackhawk," has been written by Stephen Bolles, editor of the Janesville Gazette, which will be produced in Janesville by 2,000 persons as the feature of the July 4 celebration.

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

PENCILS AND CAMERAS IN HARDING PARTY

George R. Holmes Is Only Correspondent on Alaskan Trip Who Covered the Front Porch Campaign in 1920

More than a score of newspaper correspondents and a half dozen photographers and movie men accompanied President Harding when he left Washington Wednesday on his Western trip. Virtually all the newspaper men will make the trip to Alaska with the President, but probably not more than a handful—the press association representatives—will return with the Presidential party via the Panama Canal and Porto Rico. Those making the trip are:

Stephen Early and E. Ross Barley, Associated Press; George R. Holmes, International News Service; Lawrence Martin, United Press; James Nourse, Universal Service; David Lawrence, Consolidated Press; R. V. Oulahan, New York Times; Louis Seibold, New York Herald; Charles Michaelson, New York World; Carter Field, New York Tribune; Harold Phelps Stokes, New York Evening Post; Robert Barry, Philadelphia Public Ledger; Grafton S. Willcox, Chicago Tribune; Frank Kent, Baltimore Sun; Jay Hayden, Detroit News; Robert Norton, Boston Post; Arthur Sinnott, Newark News; Charles Ross, St. Louis Post-Dispatch; Ashmun Brown, Seattle Times; Robert Armstrong, Los Angeles Times; George C. Akerson, Minneapolis Tribune; Carl Smith, Oregon Journal; H. E. Cassil, Spokane Chronicle.

The movie corps includes: K. W. Fassold, Pathé; John Painter, Fox Film Corporation; E. Carl Wallon, International News Reels; Henry Miller, Keystone Views Company.

With the exception of George R. Holmes, not a single Washington reporter who covered the Harding headquarters at Marion in 1920 will go to Alaska. Several of the old gang have been transferred from Washington and some of them moved from the White House details. In many instances, notably in the case of the New York papers, Washington bureau chiefs have been assigned to the trip, because of the dearth of news in Washington and the political importance attached to Mr. Harding's summer foray.

Union Will Honor Harding

(*By Telegraph to* EDITOR & PUBLISHER)

HUTCHINSON, Kan., June 18.—When President Harding, union printer and newspaper publisher, arrives here Saturday to make an address, the Hutchinson Typographical Union will present him with a gold make-up rule. The presentation is to be made in the new building of the Hutchinson News owned by Billy Morgan. It was in the old News building that the Hutchinson union was born over 40 years ago.

PREACHER LOSES HIS BET

Editor Wins "Spiritual Wager" by Filling Empty Church

Fred L. Boalt is editor of the Portland (Ore.) News. Rev. Chas. W. McCaughey is pastor of the Centenary-Wilbur Methodist Church of that city. The two are close friends.

Recently Mr. McCaughey deplored the small attendance at his Sunday evening services. Boalt suggested newspaper advertising. The preacher was skeptical. Ultimately the two made a "bet," the nature of which is not known. Boalt says it was a "spiritual wager."

Anyway Boalt said he could fill the church the following Sunday evening by the use of a small amount of space in the News. Accordingly, the News carried for two or three days a first page story under Boalt's signature urging folks to go to church at Centenary-Wilbur Sunday night. He explained the situation. He set forth the good qualities of Mr. McCaughey as a preacher. That was all.

And Centenary-Wilbur was full to the doors Sunday night. Mr. McCaughey preached from the text, "I am a citizen of no mean city" (Acts 21).

Cleveland P. D. Outing

The annual outing of the Cleveland Plain Dealer family will be held at Euclid Beach June 12, when about 7 employees and their families will be entertained by E. H. Baker, president of the publishing company.

This Scott Double Quadruple
"MULTI-UNIT" PRESS
is used by
The Sacramento Bee
The Fresno Bee
and
The Los Angeles Express
CALIFORNIA

and many other newspapers. They are more than satisfied with them and if you wish further information ask the publishers who operate them.

SCOTT PRESSES NEVER FAIL YOU

WALTER SCOTT & CO., Plainfield, New Jersey
NEW YORK 1457 Broadway
CHICAGO 1441 Monadnock Block

MARBLE TOURNAMENT

Thirty-eight Papers Co-operate in Scripps-Howard Project

A national marble tournament for the championship of 40 States is being promoted by the Scripps-Howard Group and associated newspapers. The 40 State champions go to Atlantic City for the entire week of June 24 to compete against one another. They will be entertained by the Scripps-Howard newspapers in Washington Sunday, June 24, and by the Sesqui-Centennial Association of Philadelphia Saturday, June 30. Each marble champion will be accompanied by one adult companion, in most instances parents being chosen.

The tournament is under supervision of William B. Colver, general editorial manager. Thirty-eight newspapers are co-operating, as follows: Akron Press, Baltimore Daily Post, Birmingham Post, Chicago Journal, Cincinnati Post, Cleveland Press, Columbus Citizen, Covington (Ky.) Post, Dallas Dispatch, Des Moines Daily News, Detroit Daily News, Denver Express, El Paso Post, Evansville Press, Fort Worth Press, Houston Press, Indianapolis Times, Jersey Journal, Kansas City Journal-Post, Knoxville News, Los Angeles Record, Memphis Press, New York Evening World, Norfolk Post, Oklahoma City News, Philadelphia Evening Bulletin, Portland News. Seattle Star, Sacramento Star, San Francisco Daily News, San Diego Sun, St. Louis Star, Spokane Press, Tacoma Times, Terre Haute Post, Toledo News-Bee, Washington Daily News, Youngstown Telegram.

DANVILLE NEWS APPEARS

First Issue of Virginia Daily Out 90 Days After Incorporation

The first issue of the Danville (Va.) News made its appearance June 11, just three months after a charter had been granted to the Danville Publishing Co., Inc., and 81 days after the first piece of machinery had been obtained. The paper starts publication, in an incomplete plant, with a total of 1,014 shares of stock subscribed by 341 persons in the town and vicinity. It is announced that all the stock is home-owned, and that no more than 5 per cent is in the hands of any one person or interest.

The stockholders have elected the following officers: President, J. E. Perkinson; secretary and treasurer, George P. Geoghegan, Jr.; board of directors, Col. A. B. Carrington, W. E. Gardner, J. Allan Herman, Guy F. Walton.

Editor Sells His Interest

E. J. Melton has sold his interest in the Boonville (Mo.) Republican to C. M. Harrison and his son, Fred Harrison, of Gallatin. Mr. C. M. Harrison was a partner in the Republican. Mr. Melton will continue as editor for the present.

Magazine Changes Cities

Western Sports, of which Marion Kyle is the publisher, has moved from San Francisco to Los Angeles.

WHAT OUR READERS SAY

West was Globe Financial Editor

New York, June 14, 1923.

To Editor & Publisher: In your article of recent issue referring to the six hundred Globe employees who had gone to other fields, I was described as a writer on the financial outlook and business conditions, while George T. Hughes was set down as the financial editor. I have no pride in the matter myself, but my articles have been sold to 55 papers throughout the country on the statement that I was financial editor of the Globe. This position I occupied for nearly 26 years. Mr. Hughes was the investment editor. I would appreciate if you would set this right before your readers who undoubtedly number many newspaper publishers who would be unpleasantly surprised and would think things had been misrepresented to them, otherwise.

STUART P. WEST.

CARPENTER'S WORLD TRAVELS

From Scandinavia to Constantinople

The Oldest Peoples and the Baby Nations of Europe

A NEW SERIES OF WEEKLY LETTERS
BY
FRANK G. CARPENTER
Travel Writer for America's Best Newspapers

"He talks of abroad in terms of at home, and tells Sweeney what he wants to know in language he can understand."

First Hand Facts, Human Interest Stories, and Live Pictures from

Norway Esthonia Finland
Sweden Latvia Poland
Czechoslovakia Switzerland
Austria and The Balkans

Three New Photographs with Each Letter

BEGINNING SUNDAY, JULY 8

DUDLEY HARMON
Carpenter's World Travels
1816 H Street Washington, D. C.

READING CARPENTER IS SEEING THE WORLD

A State of Activities
—Of Great Natural Resources
—Of Splendid Possibilities
—Of Corking Good Daily Newspapers

WEST VIRGINIA

is a state of great merchandising possibilities.

Minerals, lumber, a rich soil, water power, excellent transportation, unprecedented activities, abundant funds, the spirit of improvement—of wanting good goods and plenty of them, make West Virginia a market of more than prime importance.

West Virginia is a hustling state, and the people of that state respond readily to the right merchandising appeal.

Put your goods in these cities—put your advertising in these daily newspapers and

WIN WEST VIRGINIA

A STATE WORTH WINNING

		Circulation	Rate for 5,000 lines
Bluefield			
†Telegraph	(M)	10,960	.04
Charleston			
*Gazette	(M)	19,529	.06
*Gazette	(S)	23,122	.07
Clarksburg			
*Exponent	(M&S)	8,091	.03
*Telegram	(E)	11,588	.04
*Telegram	(S)	13,510	.045
Huntington			
†Advertiser	(E)	19,114	.035
*Herald-Dispatch	(M)	12,979	.035
Martinsburg			
*Journal	(E)	4,037	.03
Parkersburg			
†News	(M)	5,798	.025
†News	(S)	5,798	.025
*Sentinel	(E)	7,258	.03
Wheeling			
†Intelligencer	(M)	12,797	.0325
†News	(E)	15,261	.05
†News	(S)	18,719	.07

*A. B. C. Statement, April 1, 1923
†Government Statement, April 1, 1923.

OUR OWN WORLD OF LETTERS

Edited by JAMES MELVIN LEE

Director Department of Journalism, New York University

JOHN W. CUNLIFFE, director of the Pulitzer School of Journalism, and Pierre de Bacourt, who is associated with him, are co-authors of "French Literature During the Last Half Century" (Macmillan Company). Director Cunliffe and his associate take up the various literary imovements which, while beginning in France, have had their influence upon the literature of other countries.

* * *

"WHAT IS WRONG with American Journalism?" is the title which George B. Armstead has given to his article in Pearson's Magazine for June. A critical reading of the article would indicate that a more appropriate title would be, "What Is Wrong with American People in Their Selection of Their Newspapers for Personal Perusal?" The article is more a criticism of the American people than it is of the American press.

* * *

MAYOR HYLAN of New York City, has written an appreciation of William Randolph Hearst for the Forum for June. Mayor Hylan is a frequent critic of the American press in general and of the New York newspapers in particular.

* * *

ADMIRERS of the late Henry Watterson will be glad to know that Arthur Krock has gone over the files of the Louisville Courier Journal and selected some of the best editorials from the pen of Marse Henry. These he has put into a book entitled "The Editorials of Henry Watterson" (George H. Doran Co.). The book will be noted more in detail in a later issue of EDITOR & PUBLISHER.

* * *

This fact gives an added interest to the article in the Forum.

* * *

THE PULITZER AWARDS in journalism aroused more criticism this year than at any time since they were established by the late Joseph Pulitzer. In spite of this fact, however, Collier's Weekly comes out for a prize to be awarded to the best advertisements of the year.

It will be remembered that Kipling at one time in a letter to his mother-in-law intimated that the best literature in America could be found in the advertising columns. The late Walter H. Page, who was for so many years editor of the World's Work, did not hesitate to say that advertising had endowed literature in America. Consequently, there would seem to be excellent ground to justify an award for excellence such as that suggested by Collier's Weekly.

* * *

IN HIS BOOK, "The Economics of Marketing and Advertising" (Harper & Bros.), W. D. Moriarty shows clearly and succinctly the connection between sound economic principles and concrete problems in advertising.

* * *

FOR THE USE of high schools, where the curriculum has provided for part time classes in printing, Frank P. Rich has compiled a series of lessons on correct type position. These lessons have been printed on loose leaves, collected together in a black binder, and given the title "Elementary Printing." For such part-time classes it is unquestionably the best text on the market. The editor of the country weekly will find it an excellent manual to give to his apprentice.

The only criticism I would have to make is that there is no lesson about "type-lice" or "type-stretchers." I can still recall very vividly the day when I took a handtruck and went from one print shop to another in an attempt to borrow a type-stretcher. Now that printing is being taught in many of our public schools and in institutions fostered by practical printers, the "devil" will for the most part pass into history and only survive in a few shops in rural sections.

By way of a postscript I may add that "Elementary Printing" is published by the author, 96 Vernon street, Roxbury 20, Boston.

* * *

ALICE HUNT BARTLETT, editor of the American section of the Poetry Review, London, has requested me to call attention to a prize of $50 for the best sonnet on the subject of the "sea." Details of the contest may be obtained upon application to her, 27 West 67th street, New York.

While I am on this subject of verse, I want to use a line or two to mention a book or two of poems just published by practical newspaper men. The first of these is "Voices of the Southwest," by Mr. Green, associate editor of the Dallas Evening Journal. Paul Scott Mawrer, of the Chicago Daily News, has attracted considerable attention by his book of poems, published by E. P. Dutton. Edgar A. Guest, of the Detroit Free Press has also just brought out another book of verse.

* * *

A BOOK that naturally belongs in the library is "A Dictionary of Similes" by Frank J. Wilstach (Little, Brown & Co.) As George Moore once remarked, "It is hard to find a simile when one is seeking for one." The task which should now be easier, for this volume contains something like 17,000 similes, alphabetically arranged under sub-headings.

The volume is especially rich in similes used by American writers from Benjamin Franklin down to Irvin Cobb.

The preface should not be overlooked. The following simile from the preface is an excellent stepping stone to the text proper:

> "But the reader will catch cold, by keeping him too long in the porch of the Preface, who now (the door being opened) may enter the house itself."

* * *

TO THE INTERNATIONAL BOOK REVIEW for May, Charles Willis Thompson has contributed an article entitled "Mr. Cobb Makes Revelations by the Stick." The article is really a review of Mr. Cobb's "Stickfuls" (George H. Doran Co.), which was recently mentioned in this department. One of the illustrations shows a busy hour in the city room of the New York Times.

* * *

THE BOOK SECTION of the New York Herald for May 6 had an article entitled "America's Most Famous Literary Relic." This relic is said to be a copy of the Ulster County Gazette for January 4, 1800, published at Kingston, New York. This issue reported the death of Washington and its inverted column rules made mourning bands around the text. The reprints have been many, though no known original is in existence.

* * *

IN GATHERING MATERIAL for an anniversary number, the Evening Sun of Baltimore asked its friends and its friendly enemies what they thought of the paper. Brickbats, not bouquets, were requested. Replies were printed "as written." The leading editorial of the issue was captioned "Articles of Faith." Its creed was succinctly stated in the following paragraph:

> If a highwayman, say the lamented Dick Turpin, were to present a pistol and demand to know in one word just what the Evening Sun stands for, we should perforce reply, without hesitation, "Conservatism."

BACK TO OLD LOVE

Gibbs Appointed Advertising Manager of Cash Register Company

E. D. Gibbs has been appointed advertising manager of the National Cash Register Company with headquarters at the New York City offices, 30 East 42nd street. He was the first advertising director the N. C. R. ever had, and served 12 years in that position under the personal direction of the late John Henry Paterson.

E. D. GIBBS

He now will have personal charge of all advertising of the company, operating an advertising department at the factory at Dayton, together with his own headquarters in New York City.

He is a well-known figure in advertising circles. He is an ex-president of the Associated Advertising Clubs of the World, and a former president of the Sphinx Club of New York. He has been actively identified with the recent visit to America of the British delegates of the Associated Clubs Convention, and plans to go to London next year.

He has recently served as advertising director of the B. F. Goodrich Company at Akron, having resigned a few weeks ago after serving four years.

Ad Manager for St. Louis Star

Announcement of the appointment of Arthur E. Kaye as advertising manager of the St. Louis Star was made June 18 by Tom L. Ryan, general manager. Mr. Kaye has been a display solicitor for the Star for eight years, specializing at one time in amusement advertising. His first advertising work was in soliciting for a program, and his success in selling space to Leon Van Laeys, then general manager of the Star, won him a job on that paper.

Washington Golf Meet

Special field telephones will be installed by the Associatel Press, International News Service and United Press to handle the second annual public links golf tournament to be held at East Potomac Park in Washington June 26 and 27. James B. Preston, superintendent of the Senate Press Gallery, will be in charge of arrangements for out-of-town sport writers.

Hiking Reporter Off Again

Ben Leader, student in the Missouri School of Journalism, who calls himself the Hiking Reporter, left June 16 on a 1,200-mile walk to his home in New York. He interprets the function of the Hiking Reporter as to wander along the highways and byways picking up human interest stories and learning public opinion. Last fall he walked to school by way of Philadelphia, Pittsburgh, Cleveland, Toledo, Detroit, Chicago and St. Louis.

Gordon Now on World Desk

A. L. Gordon, formerly identified with newspapers in Topeka and Kansas City, and head of the local copy desk of the New York Globe at the time it was merged with the Sun, is now on the World copy desk, not on the Times as at first reported.

Alva (Okla.) Record Sold

S. C. Timmons and Ursel Finch, both of Cherokee, Oklahoma, have bought the Alva (Okla.) Record from R. F. and W. C. Blakey. The new owners also own and publish the Republican and Messenger of Cherokee. S. C. Timmons will be the resident manager of the Record.

We Sent Ten Men Around the World!

Last year our field organization traveled 251,749 miles in giving Classified Advertising service to our newspaper clients in this country and Canada—more than enough mileage to send ten men aroud the world.

The territory covered by our field men wasn't decided so much by our desire to have them see America first as by our determination to have them see our newspapers first in Classified Advertising in their respective cities.

And our newspapers responded with a production of Classified Ads that, placed side by side, would make a ribbon stretching well over a quarter of the distance from New York to Chicago—253 miles—16,012,399 inches!

These figures represent an average gain of 62% in revenue per newspaper over the year before our service was adopted.

Like to have us do some traveling around *your* way?

Our booklets, "Architects of Classified Advertising" and "The Undiscovered Country," describe our field service and promotion methods in detail. Write for them.

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising Counsellors

Otis Building Philadelphia

TIPS FOR AD MANAGERS

Aldine Advertising Agency, 105 West 40th street, New York. Placing orders with newspapers in selected sections for Young & Griffin "Franco-American Coffee," 97 Water street, New York, N. Y.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Placing orders with some Pennsylvania newspapers for the General Phonograph Company, "La Camille" corset, Chicago.

Bauerlein, Inc., Hibernia Bank Bldg., New Orleans. Placing accounts for Dr. G. H. Tichenor Antiseptic Company, New Orleans, Dr. Tichenor's Antiseptic, and the Hardaway-Cargill Company, Columbus, Ga., Ingleside Syrup. Orders for Tichenor's Antiseptic have been issued to Southern papers. Preparing a new campaign for the New Orleans Ice Exchange.

Chappelow Advertising Company, 1709 Washington avenue, St. Louis. Starting a campaign for the Wallace Pencil Company, St. Louis.

Nelson Chesman Company, 500 N. Dearborn street, Chicago. Issuing a little copy on Val Blatz Brewing Company (soft drinks), Milwaukee.

Critchfield & Company, 223 West Jackson boulevard, Chicago. Sending schedules 7 inches, 102 times, to Wisconsin papers on D. Derkson & Son Company (Senero Cigar). Making yearly contracts for the Firestone Tire & Rubber Company.

Dauchy Company, 9 Murray street, New York. Making yearly contracts for the Madison Mills.

Dorrance, Sullivan & Co., 130 West 42nd street, New York. Placing special merchandise campaign with newspapers in Maine, New Hampshire, Vermont, Rhode Island, Massachusetts and Connecticutt for the United Drug Company, Boston. Planning newspaper campaign for Boyce & Veeder Company., "Boyceite" Super-Fuel Ingredient for Auto, Long Island City, N. Y.

Federal Advertising Agency, 6 East 39th street, New York. Making 15,400 line contracts for the Porto Rican-American Tobacco Company.

Ferry-Hanly Advertising Company, Hibernia Bldg., New Orleans, and 1110 Grand avenue, Kansas City. Reported to be placing account for Southern Laboratories, Inc., "Sulac," Atlanta, Ga. Placing orders with newspapers in selected sections for Longview Company, Chamber of Commerce, Longview, Wash.

Richard A. Foley Advertising Agency, Terminal Bldg., Philadelphia. Placing order with some Western and Pacific Coast newspapers for Johnson & Johnson, medical supplies, New Brunswick, N. J.

Fox & McKenzie, 1214 Locust street, Philadelphia. Making 2,492 line contracts for the Atlas Portland Cement Company.

Charles C. Green Agency, 15 West 37th street, New York. Sending out 12-time orders for C. F. Mueller Company.

Gardner-Glen Buck Company, 1627 Locust street, St. Louis. Making 2,800 line contracts for Valier & Spier.

H. C. Goodwin, Inc., 311 Union Trust Bldg., Rochester, N. Y. Placing orders with newspapers in selected sections for American La-France Fire Engine Company, Elmira, N. Y.

Harvey Advertising Agency, Walton Bldg., Atlanta, Ga. Making 5,000 line contracts for the Pepsinated Calomel Company.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Reported will use newspapers in New York and vicinity for Wm. Davies & Co., Women's Cloaks & Suits, 389 Fifth avenue, New York.

H. W. Kastor & Sons, Company, Lytton Bldg., Chicago. Making 5,000 line contracts for the Lyko Medicine Company.

Martin V. Kelley Company, Second National Bank Bldg., Toledo. Making 3,000 line contracts for the Fisk Tire Company.

Lord & Thomas, 400 North Michigan ave., Chicago. General orders and contracts issuing on Edna Wallace Hopper Company, Chicago. Will advertise in nine cities, one paper in a town, for the Johnston Candy Company, Milwaukee, Wis., shortly. Will place the advertising of Harry Lauder Scotch Brew in newspapers and in cities where they have distribution of this soft drink. Handling advertising of laundry soap flakes in Canadian papers for Palmolive Company, Milwaukee. Making 5,000 line contracts for the products of the F. F. Dalley company.

Massengale Advertising Agency, 127 West Peachtree street, Atlanta, Ga. Placing copy with newspapers in selected sections for the Walden Institute, Plymouth Bldg., New Haven.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Sending out copy on the Drake Hotel.

Harry C. Phibbs, 440 South Dearborn street, Chicago. Sending out copy for the Kellogg Food Company, Battle Creek.

Morse International Agency, 449 4th avenue, New York. Placing extra copy with newspapers in various sections for B. F. Allen & Co., Beecham's Pills, 417 Canal street, New York.

R. B. Newell Company, 14 West Washington street, Chicago. Reported placing account for Eureka Battery Company, Chicago.

Power, Alexander & Jenkins Company, Madison Bldg., Detroit. Placing orders with newspapers in selected sections for the Dunlop Tire & Rubber Company, "Dunlop Maxfli" golf balls, New York.

Wm. H. Rankin Company, 15 West 37th street, New York. Sending out schedules for the National Carbon Company (Ever Ready Flashlight).

H. E. Remington Advertising Company, 225 East Erie street, Chicago. Making yearly contracts for C. & N. W. Railroad.

Joseph Richards Company, 9 East 40th street, New York. Making contracts with some Pacific Coast newspapers for the Tide Water Oil Company, "Tydal" and "Veedol", 11 Broadway, New York.

Rogers & Smith, advertising agents, 326 West Madison street, Chicago. Placing orders with newspapers in selected sections for Imperial Valley, Cal., cantaloupes.

Ruthrauff & Ryan, 410 4th avenue, New York. Making 1,000 line contracts for C. S. Clark Enterprises.

Sehl Advertising Agency, City Hall Square, Chicago. Making 4,200 line contracts for the Calumet Baking Powder Company.

Sherman & Lebair, 116 West 32nd street, New York. Using 300 lines, four times, National Merchandise Fair.

F. R. Steel Company, 201 East Ontario street, Chicago. Extending list of newspapers for the Small Protective Guide of Chicago.

J. Walter Thompson Company, 244 Madison avenue, New York. Making 2,800 line contracts for the Massachusetts Baking Company.

Vanderhoof & Company, 167 East Ontario street, Chicago. Sending copy to newspapers in the South on Plaza Hotel, Chicago.

Wales Advertising Company, 141 West 36th street, New York. Making 10,000 line contracts for the Anderson Motor Company.

Wade Advertising Company, 130 N. Wells street, Chicago. Sending copy to papers in Pennsylvania on Para Paint & Varnish Company, Cleveland.

CANADA TOURIST ADS

Dominion Uses American Dailies to Lure Summer Visitors

American newspapers are carrying much advertising these days from our neighbor on the North. Recently large space was taken to advertise the Toronto Exposition and World's Fair, which will be opened Aug. 25, almost three months from the time of the appearance of the first advertisement in American papers.

Then there is the advertising of the summer growth, coming from the railroads and the steamship lines. Particularly prominent in this field is the recent copy of the Canadian Steamship Lines, in which was featured the Shrine of Ste. Anne de Beaupre at Quebec.

The Canadian Hotels have not overlooked the American tourist. The Walker House and the Hotel Carls-Rite, both of Toronto, are using 1,000-line space in the newspapers.

NEWSPAPERS ARE FAVORED

Armour Man Says They Are the Outstanding Media

Charles W. Myers, director of sales promotion of Armour & Co., Chicago, in an address before the St. Paul Town Criers' Club recently, said:

"Advertising is unquestionably one of the foremost essentials contributing to the success of every great civic and industrial enterprise. It is that vital force which creates interest in whatever is to be sold or exploited. If your business depends upon local distribution, by all means utilize your local newspapers. Nearly every one reads the newspaper, and it is unquestionably the outstanding mode of creating educational interest in what you have to sell."

Sells Wisconsin Interests

Willard Temple has sold his interests in the Juneau County Chronicle at Boston, Wis., and will move to Pomona, Cal.

Buys Salina (Kan.) Union

Earl Woodward of Minneapolis has bought the Salina (Kan.) Daily Union from John L. Brady.

AD MEN FETE COUSINS

F. A. Arnold Is Toastmaster at Hotel Ambassador Reception

A reception and dinner in honor of the visiting British advertising agents was given at the Hotel Ambassador, New York, June 14, by the American Association of Advertising Agencies. F. A. Arnold, secretary to Frank Seaman, Inc., was toastmaster and toasts were responded to as follows: "Organization," C. Harold Vernon of London, John Benson of Chicago; "Business Ideals," Eric Field of London, Charles W. Hoyt of New York, W. S. Crawford of London; "Friendship," Frederick E. Potter of London, Bruce Barton of New York. The sentiment running throughout the speeches was that of "The International Ties That Bind Us."

Each member of the British delegation present received an individually engrossed copy of the proceedings of the evening, together with a testimonial written by Bruce Barton, entitled "The Great Rebuilding." The affair was in charge of a dinner committee consisting of Roy S. Durstine, chairman; Frank J. Reynolds, Stewart L. Mims and Frank A. Arnold.

ADS CAPITALIZE FIRE AID

Philadelphia Company Takes Space to Explain Station Repairs

When it was seen at 1 A. M. June 11 that the trainshed of Broad Street Station, the Philadelphia terminal of the Pennsylvania Railroad, was doomed by fire, Armstrong & Latta Company, engineers and contractors, were called in on the job for repair work. This company met the emergency, as perhaps other companies could have done; but Armstrong & Latta Company did what other companies perhaps would not have thought to have done—they advertised their efficiency the next morning in the dailies.

Spread across four columns was a line drawing of the trainshed in flames, and breaking into the picture was a panel listing chronologically the steps in the progress of the repair work from the time the firm were called in until the nails and hammers were at work. The copy read: "1 A. M. It became evident that the trainshed was doomed for destruction. 2 A. M. Armstrong & Latta Company was called in on the job for repair work. 4 A. M. Our men began to arrive at the scene of the fire and repair work was begun. 8 A. M. Fleet of truck at work removing the debris; 300 men on the job and repair work going ahead at full speed at one end of the great shed while the fire still burned at the other."

Scores Radio Success

The Regina (Sask.) Morning Leader scored a success May 24 in the transmission from Prince Albert of the complete evening program of the musical festival, by long distance telephone, to Regina, and thence by radio over the entire continent.

A "Safety First" Double Truck

The Dayton (Ohio) Daily News started off a "Safety First" week campaign in the city with a "Safety First" double page advertisement signed by local merchants.

Ad Display

Requires Big, Bold Typefaces

"WHAT a clean, bright looking newspaper! How the display lines do stand out! They must spend a barrel of money for type!"

"No; it's Ludlow. Not even type could insure that bright, clean appearance. Just look—there isn't a worn or broken letter in the page. "And see that beautiful, full-flowing italic. What free use they make of it! Doesn't it dress up that page? How can they do it?"

"Here's how. Ludlow italic matrix bodies are themselves on an angle of full 17 degrees. The matrices overhang each other in the line. They are cast that way on the slug. This makes them close-fitting, full kerning and yet unbreakable. You have all you want of them at a moment's notice."

The Ludlow

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

1893 SERVICE 1923
as visualized by
BENJAMIN & KENTNOR CO.

THERE ARE TRICKS in all trades, and there are innumerable tricks in the making of advertising contracts.

A thorough knowledge of the intricacies of contract making has proved a big financial advantage to the newspapers represented by BENJAMIN & KENTNOR CO.

Protecting the newspaper's interests is one of the fundamentals of good service as visualized by this organization. Such service comes after long years of experience, and in no other way.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers
225 Fifth Ave. New York
900 Mallers Bldg. Chicago
401 Van Nuys Bldg. Los Angeles

THE
BALTIMORE AMERICAN
Only Daily Paper in Baltimore at Three Cents
Only Sunday Paper at Ten Cents

Representatives
DAN A. CARROLL, 150 Nassau St., New York
J. E. LUTZ, Tower Bldg., Chicago

PRINTED COLOR COMICS
—Full of *Color Life* and *Color Harmony*.
—Perfect in Registry.
—We Print Better Colored Comic Sections for Publishers Everywhere.
Write for Details.

EMERGENCY MATS
Feature Pages That Save Time and Money.
7 or 8 COLUMNS 20" or 21"
ILLUSTRATED.
Write for Proofs —Today.
WORLD COLOR PTG. CO.
Est. 1900 St. Louis
R. S. Grable, Pres.

A Year of Circulation

SPEAKING at the convention of the International Circulation Managers' Association, Wednesday afternoon, Harold Hough, Fort Worth Star-Telegram, speaking on "Looking Into the Future for Just One Year, What Do You See on the General Subject of Circulation?" made the following forecast:

"In January, 1924, several publishers will severely reprimand their circulation managers for spending too much money for winter delivery. The circulation managers will promise to greatly reduce expenses during the month of February. Circulators many places will inform the general manager things would boom if a broadcasting station was maintained, same as competitor.

"In February many circulation managers, who had promised publishers to greatly reduce expenses, will find that February operating charges are greatest in history. Many delays from blizzards also will reduce sales. Many mothers of carrier boys will discover about 3 a. m. that Johnny has such a bad cold it would be impossible for him to leave the house.

"In March advertising managers will announce possibility of breaking all previous spring advertising space records—if the circulation department will only show a little life and increase the city circulation. Several circulators will inform the general managers, if they had the money being spent in the useless broadcasting station, they would show the competitor something.

"In April advertising managers will announce to publishers that all previous local display advertising records have been shattered due to the wonderful organization, pep and punch of the advertising department. Without the great ability and the winning personality of the advertising solicitors a loss no doubt would have been encountered.

"In May several courageous, professed circulation managers will announce confidentially to friends that they will not attend the I. C. M. A. meeting next month because they never did attend, and they heard from a premium salesman who talked to the mailing organizer that few new ideas were ever advanced. Said courageous professed C. M. therefore considers it unnecessary to approach his boss for expense money for the trip.

"In June the annual I. C. M. A. meeting will be held in Eskota, Texas. It will be the largest assembly ever known—in Eskota. The member from Jerusalem will not be present. Clarence Eyster will resign as secretary. His resignation will not be accepted. David Rose will be called in to untangle changes in by-laws. After his careful explanation the changes will be thoroughly understood—by Mr. Rose. It will be decided in the future to have the convention pay its own expenses. Mr. Argue will nominate a city which agrees to furnish entertainment—Mr. Argue's choice will be unanimously accepted. Several courageous C. M.'s who did not attend Eskota meeting will address Rotary Clubs, explaining how the circulation manager has come up from a desk job to that of executive.

"In July a certain near-circulation manager in Texas will explain to company auditor reason for bigger convention trip expense account last month—due to necessity of giving private party to several important members from whom he hoped to gain some valuable ideas. He will consider it unnecessary to inform auditor that he learned from the important members it is better to lay them down than to hold them up when in doubt. A friend of the publishers, hunting in Pee Wee Falls, Oregon, will find it impossible to purchase a paper—circulation manager will receive a sharp note to give some outside representation.

"In August, just as several circulation managers prepare to leave on vacations—A. B. C. auditors will arrive. Western circulation manager will write Mr. James W. Brown, of EDITOR & PUBLISHER, that not enough circulation news is appearing in his publication, whereupon Mr. Brown will mail a letter to every circulation manager in the world asking him to send in at once a special circulation story.

[COPYREADER'S NOTE—The boss is now on his way to Europe.]

"In September, Mr. Brown, of EDITOR & PUBLISHER, will have received a total of two replies from circulation managers, both stating they thank him for the invitation to send in something and they expect to do so one of these days. The Mid-West circulation managers will meet somewhere in Kansas and the sensation of the meeting will be the maiden speech of Sidney D. Long.

"In October several newspapers possessing high standards of principles, which said standards do not permit them to use voting contests, will announce salesmanship drives—Help-yourself-if-you-can Clubs, etc., etc., and in order to get clear away from the contest idea entirely, automobiles will be offered as prizes. The A. B. C. will announce a new regulation to further increase co-operation with circulation departments by requiring a blood test and birth certificate for each reader over four days in arrears.

"In November, in order to help out with early deliveries, press rooms the country over will have lots of trouble and editions will frequently be late. Circulation managers of afternoon papers will be sure they could be more thankful if they were only on morning papers, and vice versa. James Kernan, of the New York World, wil begin to think up new poetry for his Christmas cards.

"In December morning paper circulators will be much encouraged by prospects of early baseball season so sales will pick up. The boss of the department will post a bulletin where all employees can see it, to the effect that he does not expect a Christmas present—he will tell his secretary that he likes the watch at Tiffany's.

"In summing up the year's average, if it is found that a big gain has been made, the editorial department will point with loud enthusiasm to their year's achievements—if a loss is published, they will point with greater and louder enthusiasm to the circulation manager as pretty much of a bum."

* * *

The Auto Talkers

[With Apologies to F. P. A. of the World]

WILLIAM ALLEN WHITE, editor of the Emporia Gazette, received the jolt of his life last week while acting as host to a delegation of Shriners from Oakland, California. Bill was taking three Shriners from the California town for an automobile ride over Emporia. Members of the Emporia Rotary Club acted as host to the visitors.

Three big handsome Shriners, purple Eton jackets, lavender trousers, red shirts and all, occupied the rear seat of the White touring car and this is what Bill heard:

"Nice town."

"Sure—nice town."

"'Tis a nice town, isn't it?"

"It sure is."

"What town is it?"

"Peoria."

"Sounds like Castoria—I thought Peoria was bigger."

"Naw, but it's all right."

"What they got here?"

"A writer—a fella that writes."

"Writes what?"

"I dunno what he writes—mebbe it's books."

"I guess that's it. Well, what's his name?"

"O. Henry."

"O. Henry?"

"Sure, O. Henry. That what I heard."

"Well you sure heard wrong. Hell, man—O. Henry is a cigar."

New Jersey Paper Reorganized

Following the retirement of Lewis W. Albright, after 21 years as joint editor and proprietor of the Woodbury (N. J.) Constitution, probably the oldest weekly paper in South Jersey, the Constitution Company has been reorganized with W. H. Albright, a son, as president, and Miss Georgia K. Fulmer, secretary-treasurer and associate editor. The younger Albright was for several years secretary of the New Jersey Senate. His father is in ill health.

Chillicothe Gazette Expands

The Scioto Gazette Company, Chillicothe, is remodeling its plant and will install new equipment, including a 16-page speed press and a complete stereotype department. James Hannan, president of the company, says the newspaper plant will be second to none in southern Ohio.

140,000 Circulation
The Capital of the nation's largest newspaper, covering Virginia, West Virginia, and southern Maryland.
Over 50% more circulation than any other Washington Sunday paper.
Sunday Times-Herald
G. Logan Payne
Publisher and General Manager
National Advertising Representatives
G. LOGAN PAYNE COMPANY
Chicago, Detroit, St. Louis, Los Angeles
Payne, Burns & Smith
New York and Boston

THE
KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District
NATIONAL REPRESENTATIVE
John M. Branham Co.

WE RENDER A SERVICE
specializing solely in newspaper, publishing and printing buildings. What this service has accomplished will be outlined on request.
S. P. WESTON
Newspaper Buildings
Mechanical Layouts
Production, Operation
120 West 42nd St. New York

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

SUITE 1117 WORLD BUILDING, NEW YORK

Founded on

SERVICE

—to the publishing and advertising professions.

Inspired by

GREATER SERVICE

—to all readers in each succeeding issue.

Acknowledged to be of

GREATEST SERVICE

to those responsible for highest ideals
in journalism and productive advertising

Next Week's Exclusive Service Feature

Semi-annual listing of Government and A. B. C.

Circulation Statements for all daily and Sunday
Newspapers of the United States and Canada

—with market populations and

advertising rates

A yearly subscription **Now** entitles you to the **1923 International Year Book Number** and assures you a copy of the 1924 Edition of this unequalled directory of newspaper executives and reference book of rates, circulations, agency data, foreign newspapers, press clubs, etc.

Subscribe for Every Member of Your Staff

Domestic .....$4.00 per year
Canada ..... 4.50 per year
Foreign ..... 5.00 per year

EDITORIAL

FIND YOUR FRIEND

EVERY newspaper man who calls upon an advertising agent these days is told, if the conversation turns to the question of mediums: "We are for newspapers," or similar words, indicating that the agent is using all the newspaper space he can induce his clients to let him buy.

In some instances this may be the case, but any man who believes advertising agencies are making any concerted effort to develop advertising for newspapers has another guess coming.

Newspaper people do not want to force their medium on advertisers who cannot use it profitably, and so it is quite logical for them to object to having advertisers rushed into other mediums, not only without due consideration of their need for these mediums, but frequently in the face of conditions that point to hopeless failure.

An advertising agent whose first thought is for mediums, rather than for his clients' profit and welfare, is neither a safe nor a sensible agent.

To be worthy of his calling he must consider first the direction in which his clients' opportunities lie and must pick the advertising mediums best fitted to deliver results.

EDITOR & PUBLISHER has had many opportunities in the recent past to see at close range the work of some of these medium-boosting agencies—the kind of work that is done rather quietly and perhaps somewhat shame-facedly.

In many instances during the past six months, advertisers have been induced to take their problems in an experimental way into newspaper columns, and almost invariably against the active or implied opposition of agents handling the accounts.

The other day we learned of an appropriation for community advertising. We were told a certain agency had obtained this account, and on the heels of this information came the further news that the members of the board entrusted with the spending of the money had been shown beforehand figures covering the "high cost" per inquiry of a newspaper campaign undertaken by a similar organization. The figures in question were valueless; they had been discredited by later compilations proving the newspaper cost per inquiry to have been the lowest of all.

This agency is reputed to be interested only in magazine campaigns and it seemed quite apparent it was functioning in its usual style by paving the way for an exclusive magazine appropriation in case any sentiment for newspapers might arise among the members of the board having the campaign in charge.

In a similar situation, another advertising agency, helped to raise funds for a campaign, with the specific understanding that the money was all to be spent in a well-known magazine. And this before it was determined just what was to be advertised!

Still another case: A change in management has brought about a report of a change in agencies on a well-known national account.

Several agencies are now working to get the business. At least two of these agents are being strongly backed by magazine groups and it is well understood both agents are combining a magazine solicitation with the solicitation for their own organizations.

What are newspapers going to do about this situation? Plainly, agencies like those referred to are interested only in the larger profits of handling a magazine campaign. They are "commission hounds"—simply that.

Most of them let the magazine people sell their clients, and having done this they can usually pass the buck to these clients when the money is all spent and the campaign has fallen flat.

What are newspaper people going to do? They do not want agents boosting newspapers except when the agent feels sure newspaper advertising will return a profit to his client. Therefore it seems useless to offer the agent further inducements of any kind to push newspaper space, for that would put the newspapers in the class of irresponsible promotors who do not care what happens to the buyer so long as a sale is made.

It strikes us that the thing to do is to keep selling the newspaper idea and opportunity direct to advertisers more persistently and forcefully. After all, our chief interest lies in the success of the advertiser. So long as he makes money out of the space we have to offer, newspapers will conduct their businesses on the right side of the ledger.

Leadership, such as the newspapers enjoy today in both the national and the local field, carries with it a big responsibility. It is up to the newspapers to see that advertisers get results in spite of all the "medium boosters" in the agency business.

However, it would be well for the newspapers to give some thought to agencies that have a preference based on profit instead of advertising value.

GENERAL PRINCIPLES OF THE LAW OF THE KINGDOM.

Section 3.—Matthew 5:17-20.

17 Think not that I am come to destroy the law, or the prophets: I am not come to destroy, but to fulfil.

18 For verily I say unto you, Till heaven and earth pass, one jot or one tittle shall in no wise pass from the law, till all be fulfilled.

19 Whosoever therefore shall break one of these least commandments, and shall teach men so, he shall be called the least in the kingdom of heaven: but whosoever shall do and teach them, the same shall be called great in the kingdom of heaven.

20 For I say unto you, That except your righteousness shall exceed the righteousness of the scribes and Pharisees, ye shall in no case enter into the kingdom of heaven.

MAKE IT MORE THAN JOY-RIDE

PREPARATIONS are nearing completion for the entertainment of the members of the National Editorial Association in New York City for an entire week in the latter part of July. The business sessions of the organization will be held at Saratoga Springs prior to coming here, and for that reason the New York program will be largely social, but it is hoped that the visitors will get something more from their visit here than just a good time.

The National Editorial Association is the largest and one of the oldest newspaper organizations in this country. Its membership is composed almost entirely of the editors and publishers of the small city daily and the country weekly, many of them being the sole owners of the papers which they edit. They are individualists who wield a great influence on their communities and in the mass play a more important part in molding American public opinion than any other body of men. For some reason that no one has ever been able to fathom, they are inclined to be antagonistic to the American metropolis. Much can be done to brush that aside during their visit here.

Many of New York City's biggest problems belong to the nation and not to New York City, and it is possible to convey this feeling to the nation through the members of the N. E. A. when they assemble here. One of the biggest problems that will come before the next Congress for solution will be that of immigration. No one can have a clear understanding of immigration needs without an insight into the foreign sections of New York City, and it is to be hoped that the delegates of the N. E. A. will have an opportunity to see the newly arrived immigrant in his city environment where he becomes a menace to law and order in time of adversity. This visit should not be conducted as a big sightseeing or slumming expedition, but rather be carried out in small groups under the direction of guides who know New York.

There is no question that America is big enough to assimilate all the immigrants that are coming to her shores, in fact she needs them, but so long as they remain herded by the hundreds of thousands in New York City they are a menace to the entire nation, but their danger will not be felt until adversity grips them as a group.

Immigration as it affects the American metropolis should be one of the serious subjects taken up by these makers of public opinion from the middle west and the far west, where America has millions of acres of unused land. The nation will profit as a result.

CONGRATULATIONS TO BUFFALO

IN these days of suppression of opinion and the efforts of a few to set themselves up as the guardians of the public through "must nots," it is certainly a relief to find Justice Marcus expounding common sense from the Supreme Court bench in Buffalo.

It would seem that the Buffalo News was doing a pretty job for the community because it angered Mayor Schwab. Angering politicians by showing-up the imperfections of their administration is the proper function of a newspaper.

There are no perfect cities in the United States, and the only kind of journalism that is not fulfilling its mission is that which never finds anything to criticize.

In refusing to issue subpœnas for members of the Buffalo Evening News staff because of that newspaper's reports of vice conditions, Judge Marcus made a needed contribution to judicial sanity. It is plain that he has a clear conception of what was meant by the authors of the First Amendment to the Constitution.

THE MARION STAR

NO newspaper sale in recent years has caused greater surprise than the announcement from the White House that President Harding has disposed of the Marion Star.

It is only a few weeks ago since President Harding told the American Society of Newspaper Editors of the efforts that had been made to have him part with the property that he and Mrs. Harding had built and of his refusal to listen to the offers that were far beyond the worth of the Star.

On that occasion Editor Harding decried the present tendency toward consolidations, and it is for that reason that news of the sale of the Star, a paper of the Republican faith, to the new owners of the Tribune, of the Democratic faith, caused surprise.

And what about Marion. Were not the loyal readers of the two newspapers considered in the matter. Political partisanship is too necessary to successful democracy for us not to believe that the home city of President Harding is much poorer today than it was last week.

REAL PROGRESS

THE convention just closed was the most successful in the history of the International Circulation Managers' Association and the reports of officers show the organization to be in the most prosperous condition since its formation 25 years ago.

With a total membership of 700, a gain of 100 during the year, and a financial condition that will make it possible for the I. C. M. A. to pick its future convention cities with a view of advancing the cause of better circulation methods, irrespective of the local contributions of publishers, is a step forward of which the officers have a right to be proud.

Building and holding circulation is today one of the most highly developed branches of the newspaper business and offers real opportunities for the trained business executive.

The I. C. M. A. is going to play an increasingly important part in the newspaper world and warrants the wholehearted support of all circulators. They will get more from it than they give.

PERSONAL

ARTHUR M. HOWE, editor of the Brooklyn Daily Eagle, has received the degree of doctor of laws from St. Lawrence University.

Lucius T. Russell, publisher of the Newark (N. J.) Ledger, has sold his summer home in that city, including six acres of land.

Douglas W. Coutlee has been appointed managing editor of the Advertising Club News, the official newspaper of the Advertising Club of New York, to succeed Shepard G. Barclay, who has gone to St. Louis to make his home.

Elias S. Woodruff, general manager Deseret News; A. L. Fish, general manager Telegram, and A. N. MacKay, general manager Tribune, all of Salt Lake City, have been appointed members of the committee for entertaining President Harding in Utah this month.

C. E. Oliver, editor of the East Palestine (O.) Daily Leader, has resigned to become editor of the Western Reserve Democrat, succeeding Horace Holbrook, killed recently in a railway accident. Mr. Oliver was formerly a State high school inspector and once edited the Lebanon (O.) Patriot.

Congressman Charles F. Scott, publisher of the Chanute (Kan.) Tribune, and Hugh J. Powell, publisher of the Coffeyville (Kan.) Journal, attended the national wheat conference in Chicago June 19-20 as representatives of Kansas.

C. L. Mathieu has resigned as general manager of Pacific & Atlantic Photos, Inc. He is succeeded by Harry B. Baker, formerly assistant. Mr. Baker joined the P. & A. in January, 1922. Prior to that date he was for many years with the International News Reel Corporation.

A. T. Burch, head of the journalism department of Washburn College, Topeka, and formerly a reporter on the Topeka Capital, was honored by the college with a degree at the annual commencement. Lieut. Burch served in the St. Mihiel offensive during the war and was awarded a cross of the Legion of Honor and the Croix de Guerre by France.

Henry J. Allen, owner of the Wichita Beacon, lectured on the problems of the Near East this week in Wichita at the Forum. He has just returned from abroad.

Henry Goddard Leach becomes editor of the Forum, New York, July 1, succeeding George Henry Payne, who will be associate editor. Mr. Leach formerly was editor of the Scandinavian Review.

Adolph S. Ochs, owner of the New York Times, returned from abroad on the Majestic June 19.

Albert J. Feyl, president of the Press-Union Company of Atlantic City, has been installed as president of the Atlantic City Rotary Club.

Powell Glass, manager of the Lynchburg (Va.) News and Lynchburg Advance, morning and afternoon papers owned by his father, Senator Carter Glass, is planning to resume his newspaper work in the early fall. He lost the sight of one eye in a hunting accident last fall. He was a major of infantry overseas during the war.

Carl Sandberg, verse writer for the Chicago Daily News, has been awarded the degree of doctor of literature by Lombard College, Galesburg, Ill.

IN THE EDITORIAL ROOMS

J. D. SULLIVAN, hailed as the oldest city editor in Boston in point of service, recently was given a surprise party by his staff. John Buchanan, advertising agent, formerly of the Globe, ingled Mr. Sullivan to attend a ball game while preparations were made and then took him to the scene of the festivities.

V. Emerson Reck has joined the reporting staff of the Springfield (O.) Daily News.

W. Murray, managing editor of the Lawrence (Kan.) Journal-World, is now a director of the University of Kansas Alumni Association.

J. A. Clark has joined the reportorial staff of the Cleveland Plain Dealer.

Miss Jeannette Cramer, home economics expert from Oregon Agricultural College, has joined the staff of the Portland Oregonian. She will have charge of a department of activities of interest to women in the home.

Paul Steinberger, New Carlisle, O., has joined the staff of the St. Paris (O.) Era-Dispatch.

William M. Conselman, assistant city editor of the Los Angeles Times, has been awarded first prize by the San Diego Players in their recent full-length play contest. The winning play, "And Then What?" was chosen from several hundred submitted from all parts of the country. It will be produced in San Diego this autumn.

Miss Lora Kelly, of the Cleveland Plain Dealer daily magazine section, will serve this year again as hostess at the Reserve Officers' Training Camp, Camp Knox, Louisville, Ky. She served in Italy with the American Red Cross during the World War.

A. F. Kiersey has resigned as telegraph and news editor of the Amarillo (Tex.) Daily News and Olin F. Hardy, former city editor, has been transferred to the news desk.

R. M. Cheseldine, former editor of the Madison (O.) Press, is now chief editor of the Ohio Rainbow organization of World War veterans. He was formerly State Budget Commissioner.

E. T. Ingle, Cleveland Plain Dealer reporter, sailed for Europe, June 9, and will spend the summer on the continent.

W. F. Adams, Jr., for the last eight years editor of the Yoakum (Tex.) Daily Herald, has resigned and will practice law in Yoakum.

Miss Marie McKee, feature writer for the Warren (O.) Chronicle, has gone to Montreal and will go from there to London to spend the summer in England. She was formerly with the Galveston Tribune and is a graduate of the journalism department of the University of Missouri.

Ralph Turner has been appointed assistant financial editor of the Buffalo Evening News, succeeding Clarence Leighton, now one of the publishers of the Oswego Times.

Eric B. Nelson, a student at Yale University, is spending the vacation as reporter on the staff of the Jamestown (N. Y.) Journal.

Earl Christmas, formerly reporter for the St. Paul Daily News and now free-lancing, is turning out publicity stuff for magazines as well as features for Sunday papers.

George B. Longan and wife of Kansas City, Mo., will sail July 10 for a three-months' tour of Europe. Longan, who is news editor of the Star, recently underwent an operation. Mrs. Longan is a member of the Kansas City Board of Aldermen.

Russell Morris has resigned as assistant city editor of the Atlantic City Daily Press, to enter the real estate business.

Jack L. Patterson, who has been associated with the Atlanta Journal for two years, has purchased a half interest in the Covington (Ga.) News and has assumed editorial control of that paper.

Morton Latz-Lippman, former New York newspaper and magazine writer, has resigned from the editorial staff of the Ventnor (N. J.) News and the Atlantic City Mirror.

William DuShane, formerly of the Mattoon (Ill.) Journal-Gazette, is now on the editorial staff of the Danville (Ill.) Commercial-News.

Frank Butler, formerly a reporter on the Bridgeton (N. J.) Evening News, is now connected with the editorial staff of the Atlantic City Daily Press.

Alexander Forward, former newspaper man, is running unopposed for renomination for Virginia State Corporation Commissioner in the Democratic primary to be held in August.

John Hartnett, formerly associate editor of the Atlantic City Gazette Review, has returned as real estate editor of the resort publications.

Hal Rush, reporter on the Danville (Ill.) Morning Press, will leave newspaper work July 1 and go into business in that city. He was formerly make-up editor on the Milwaukee Sentinel, and prior to that on the St. Paul Dispatch.

A. W. ("Billy") Walker, staff reporter of the San Diego Evening Sun, will accompany Jay Thompson, 13-year-old marble champion of San Diego, to the national marble championship tournament at Atlantic City, June 24-30.

E. A. Phillips, for many years on the staff of the Chicago Tribune, is now publicity director for the Drainage Board in Chicago.

Will Owen James, managing editor of the Nebraska State Journal, at Lincoln, and his wife have left for an extended tour of Europe.

Lucy Calhoun, formerly on the Chicago Tribune and the Herald & Examiner, is doing publicity work.

Harry C. Darger, former employee of the Sioux City (Ia.) Tribune, has been appointed general manager of the Blue Valley Creamery Company with headquarters in Chicago.

John Ashenhurst, re-write desk, Chicago Evening American, entertained a group of newspaper men at his summer home in Lake Zurich, Ill., over the week-end.

Adam Breede, editor and publisher of Hastings, Neb., is going to Alaska to gather material for newspaper and magazine articles.

Miss Peggy Derrough, feature writer for the Chicago Evening Post, went to Champaign last week, where she was maid of honor at her sister's wedding.

Paul Siffton is a new copyreader on the Chicago Evening Journal.

Ed Bean, head of the New York Daily News copy desk, is spending his vacation at his old home in Iowa.

Herman G. Seely, Frank J. Cipriani and Ray Hise of the Chicago Evening Post are away on vacations.

Martha McElliott, formerly copyreader for the Chicago Tribune, has changed to the Sunday room.

A. Glenn Burch, a Burlington, Ia., newspaperman, has resigned to become director of publicity for the Mississippi River Scenic Highway. His territory comprises Minnesota, Wisconsin, Iowa, Illinois, North Dakota, Michigan, Indiana, Missouri, Arkansas, Mississippi, Tennessee, Alabama, Louisiana, Texas, Florida, Manitoba and Ontario. His headquarters will be in the Twin Cities.

W. R. Meldrum, chief editorial writer of the Buffalo Evening News, and Roland Palmer, feature writer of the same newspaper, will sail from New York soon for a European tour.

Gilbert H. Hartley has joined the reportorial staff of the Lancaster (Pa.) New Era. He was formerly in the job department.

George D. Armistead, staff correspondent of the San Antonio Express and formerly Postmaster in San Antonio, has been appointed State Highway Commissioner by Governor Neff.

FOLKS WORTH KNOWING

THE NEW YORK WORLD'S youngest veteran in his twenty-fifth year of consecutive service has severed connections with that publication to become circulation manager of the New York Commercial. Louis F. Gautier is 39 years old.

LOUIS F. GAUTIER

For the past five years he has covered the Metropolitan district for the three editions, daily, Sunday and evening, aside from conventions and inaugurations. He has been a desk man many years and knows circulation detail in all of its branches.

At the age of 16 he first came into prominence in circulation work, when he went from New York to Buffalo on a special train over the Lackawanna system at the time of President McKinley's death. In a race with other New York papers using the New York Central, the World was on sale one hour ahead of the rest.

In 1922 Mr. Gautier ran for alderman on the Republican ticket in the Twenty-third Aldermantic District in the Bronx. Although defeated, he led his entire ticket by over 1,800 votes. In 1923 he declined the nomination for State Senator. He has been a member of the Republican County Committee for years.

WITH THE AD FOLKS

C. E. HOWARD, photographer, Orlando, Fla., secretary of the Sub-Tropical Mid-winter Exposition, a big five-county show, has been in the news game.

Answers to Questions, by Frederic J. Haskin, are printed every day on the editorial page of The Evening Star in Washington, D. C.

C. C. Carr, manager, and E. E. Naugle, managing editor of the St. Petersburg Times, have recently resigned to enter other business.

C. E. Gilkison, lately of the advertising staff of the Tampa Tribune, has become advertising manager and correspondence director for the Thompson & Co. mail-order cigar house of Tampa.

Miss Aldah Myrick, formerly advertising solicitor for the Tampa Times, is now advertising manager for the Knight & Wall Company, one of Florida's largest wholesale and retail hardware concerns.

Marvin H. Walker, formerly a reporter on the Tampa Tribune, is now connected with the Thomas Advertising Service, handling correspondence and publicity.

Thomas H. Davis, until recently a reporter on the Tampa Times, is now assistant secretary of the Tampa Board of Trade and State Adjutant of the American Legion.

MARRIED

KERBY M. SPICER of the Utica Daily Press and Miss Anna Elizabeth Kline of Verona, N. Y., were married May 26 as the outcome of a romance which began when Miss Kline was a correspondent and Mr. Spicer the State editor who received her daily letter.

James E. O'Connor, copy reader for the Ogden (U.) Standard-Examiner, married Miss Agnes Dumas recently. They took a wedding journey to California.

Stuart M. McGregor, statistical editor of the Dallas Morning News, and Miss Louise M. Lawrence of Austin, were married June 5.

Miss Hazel Ruggles of the Cleveland Plain Dealer classified department surprised her friends June 10 by announcing she had married Yarro Vichail six months ago. She graduated in June from the Cleveland College for Women.

Miss Sarah Beighley of the statistical department of the Cleveland Plain Dealer was married June 2 to W. C. Schaefer.

Miss Mary M. Newbold, formerly society editor of the Lancaster (Pa.) News Journal and later of the Harrisburg Telegraph, was married June 21 at Silver Spring, Md., to William H. Minks of Washington, D. C.

Harold A. Fitzgerald, Pontiac, Mich., newspaper man and son of H. H. Fitzgerald, present Pontiac and former Flint publisher,, married June 16, Miss Elizabeth Millis of Pontiac.

Miss Rose G. Mellen, Atlantic City newspaper woman and former president of the Hygeia Swimming Club of the resort, was married to Edgar A. League, also a swimmer, at Atlantic City June 13. The wedding was the outcome of a romance developed several years ago when the bride met her future husband while swimming in amateur competition.

Announcement has been made at Washington, D. C., of the marriage of Edward Morrison Welliver, son of Mr. and Mrs. Judson Welliver, to Miss Hope Milton Edwards of Washington. The bridegroom is the eldest son of Judson C. Welliver, former Iowa newspaper man and contributor to magazines, now chief clerk at the White House.

Cecil H. Mahood, night police reporter for the Sioux City (Ia.) Tribune, and Miss Ruby Hortense Nercure were married recently.

Frederick Charles Schneider, Jr., reporter on the Chattanooga News, and Miss Alice Moore Willson were married June 16.

Miss Loretto Premo, secretary to Thomas G. Murphy, advertising manager of the Janesville Gazette, has left the force and was married Tuesday to Arthur Kilefoth of Rockford, Ill.

MECHANICAL SIDE

JOHN EDWARD ALLEN, editor of the Linotype News, will leave New York July 7 for a visit of several weeks abroad. In addition to taking in the lake regions of England and Scotland, and some of the battlefields of France, he will visit Glasgow, Edinburgh, London, Antwerp, Brussels and Paris. Mr. Allen, who is a frequent contributor of articles and stories to the leading printing trade journals, is the author of "Tales of the Print Shop," the book of humorous stories now being announced by the Oswald Publishing Company.

The Reliance Reproduction Company, Inc., New York City, has been bought over by John F. Majeski, Kenneth E. Cooley and Walter Wally. The new owners are inaugurating a plan of expansion.

William T. Ellis has resigned as pressman on the Utica (N. Y.) Dispatch after 31 years service and will sail with his wife July 10 for a visit to his home in Wales. He is 58.

NEWS OF CLUBS AND ASSOCIATIONS

W. S. CRAWFORD of the Thirty Club delegation will present a British flag to the Advertising Club of New York at an informal luncheon at the club Monday, June 25. President H. H. Charles will receive the flag in behalf of the club.

Cable dispatches announce that Hugo Stinnes has bought the Frankfurter Nachrichten, organ of the German People's Party, making the third daily in Germany owned by Stinnes.

The newly-organized Wilkes-Barre Advertising Club has elected the following officers: President, Lewis E. Ryan; vice-president, Isidor Coons; secretary, Joseph L. Purcell; treasurer, Miss Leona Walters.

New officers of the Dayton Advertising Club were installed June 14, as follows: Frank Dunlap, president; Kenneth Chase, vice-president; Carl Knab, secretary, and A. C. Jackson, treasurer.

The Houston Advertising Club, after a hot campaign, elected the "blue ticket," headed by H. C. Howard for president. Other officers chosen were: William S. Patton, vice-president; Gus Mistrot, secretary and treasurer; H. A. McCelvey, Guy C. Harris, R. L. Dudley and Dale Rogers, directors.

At the annual banquet and business meeting of the Gouverneur, N. Y., Advertising Club June 13, Henry T. Murphy was named to succeed F. W. Sprague as a member of the advertising censorship committee and Karl K. Fenner was chosen to succeed Murphy on the distribution committee. It was voted to continue the monthly auctions held in connection with past sales days. Forty-two out of 67 business concerns in the town are aligned with the club. Several members were severe in censure of firms who profited by the work of the club without sharing its expense.

A branch of the Canadian Women's Press Club has been founded in St. John, N. B. Mrs. H. Lawrence was elected president and Miss M. Fleet secretary.

The Allegany and Cattaraugus County Press Associations will hold a joint picnic Aug. 6 at Cuba Lake, N. Y.

Dean Walter Williams of the University of Missouri School of Journalism will be one of the principal speakers at the annual summer meeting of the Ozark Press Association at Springfield, Mo., July 6-7.

The Advertising Club of St. Louis and the Kiwanis Club will give a joint boat excursion on the evening of June 26.

The Georgia Press Association will meet at Lavonia July 16-18. Mrs. Corra Harris, the author, will read a paper. Justice W. H. Beck of the Supreme Court of Georgia will deliver an address. The editors will go on a pleasure trip to Tallullah Falls and other points in north Georgia at the conclusion of the business meeting. Charles E. Rountree, editor of the Wrightsville Headlight, is to be elected president this year. Miss Emily Woodward, editor of the Vienna News, is preparing a woman's program for one morning of the convention.

The South Dakota Associated Press Editorial Association held its annual meeting at Huron June 12. Edgar T. Cutter of Chicago, superintendent of the central division of the Associated Press, was in attendance. Among the plans for improvement of its news service, the association discussed maintaining a second or assistant correspondent or State news editor, possibly with headquarters in Pierre.

Secretary Walter C. Johnson of the S. N. P. A. announces that E. K. Williams, president and manager of the Temple (Tex.) Daily Telegram, will attend the 25th annual convention this year in an airplane, going by way of St. Louis and across Illinois, Ohio and Kentucky.

The Southwestern Nebraska Press Club met at Auburn June 18. Among the speakers were O. O. Buck, secretary of the Nebraska State Press Association; H. D. Flory, Frank Raylor and Pat Hadley.

J. B. Stewart of Clinton, Ia., former newspaper man, was elected president of the Iowa Poster Advertising Association at the convention in Mason City June 14. Davenport was selected for the 1924 convention.

South Dakota editors will visit the Black Hills on the joint trip of the South Dakota Press Association during the week of Aug. 19, according to an announcement by J. F. Hallady, secretary. The itinerary includes a visit Aug. 20 at Rapid City with a circle of points of interest, as the guests of the Black Hills Press Association, the tour ending at Hot Springs Aug. 25.

The Chicago Press Club has moved its quarters from the Ashland Block at Randolph and Clark streets to 178 West Adams street. Here the members will have more space, two thousand square feet of it. In the past year the club has paid off an obligation of $18,000, and many new members have joined.

The Advertising Club News, official organ of the Advertising Club of New York, has selected the following new editorial board: Irving A. Berndt, chairman; George W. Hopkins and Carl Ackerman, editorials; Douglas W. Coutlee, club features; Earle Pearson, general features; John Howie Wright, club news; John Hanrahan, general news; Shepard G. Barclay, non-resident news; Harvey C. Wood, club personals; William C. Griffin, group personals; J. C. Creaver, professional groups; R. L. Burdick, club activities; Z. W. Carter, club personnel; R. B. Alexander, co-operating groups; G. W. Tompkins, style and appearance; Raymond Highet, cartoons; John C. Madden, graphic arts; Arthur Freeman, publishing; James S. Martin, advertising; Douglas W. Coutlee, managing editor.

The Press Golf Club of Chicago held its monthly tournament at the Glen Oak Country Club. A. T. Packard of the Post had the low gross card of 85. Leaders in the net column were: O. G. Lundberg, Tribune, 85; A. T. Packard, Post, 85; Jack Palmer, Herald-Examiner, 86; H. Munzel, Herald-Examiner, 90; B. G. Wyrick, Associated Press, Bob Palmer, Examiner, 97; George Phair, Herald-Examiner, 100; G. Rees, Tribune, 106.

The New York League of Advertising Women entertained at a luncheon at the Claremont, June 14, in compliment to the women who came with the British delegation to attend the ad club convention.

The New Orleans Ad Club has elected the following officers: president, Samue

Did You Take Holland's Advice?

President Holland in making his report at the first general session at the recent Atlantic City convention of the A. A. C. W. suggested that advertising men who hadn't been to church recently might surprise their wives or sweethearts by proposing that they go to church.

Lou Holland has been a good president—and his advice on church-going is good—take it from the Church Advertising Department!

Every advertising man knows that his city would be a better place in which to live if every man went to church every Sunday—and he is more firmly convinced of this fact if he goes himself.

Why not use display space in your own paper to stress this truth to the men of your town? Join with dozens of other newspaper publishers in advertising the need of regular church attendance.

Suitable copy is available. Fifty-two ads can be obtained from Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

Two sets of twenty-six ads each of similar nature can be obtained from the Richmond "Palladium," Richmond, Indiana.

CHURCH ADVERTISING DEPARTMENT
AACW

Editor & Publisher has been of large assistance in helping to bring the ideals of the Church Advertising Department to the attention of publishers.

CIRCULATION BUILDING SUPREMACY
Employed by Best
Ask Any of These
THE LOS ANGELES TIMES (3)
THE PHILADELPHIA INQUIRER (2)
THE CLEVELAND PLAIN DEALER
THE WASHINGTON POST (2)
THE INDIANAPOLIS NEWS
THE ATLANTA JOURNAL
THE MEMPHIS COMMERCIAL APPEAL
THE DALLAS MORNING NEWS
Write or Wire Care Atlanta Journal
HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

"In Boston It's the Post"
Circulation Averages for 1922
BOSTON DAILY POST
396,902
Copies Per Day
BOSTON SUNDAY POST
401,643
Copies Per Sunday
First in Local, General and Total Display Advertising

THE BOSTON AMERICAN
Is showing two gratifying results of its three-cent price:
It has the Largest Circulation in New England at that price.
It is taking on a Higher Grade of Advertising every month.
QUALITY and QUANTITY Go Hand in Hand.
BOSTON AMERICAN

The News annually rejects hundreds of thousands of lines of objectionable advertising, the majority of which runs in other Indianapolis papers. CLEAN advertising columns are most RESTFUL.
The Indianapolis NEWS

D. Reeks; vice-president, William A. Fuellan, Jr.; secretary, W. B. Wisdom; directors, John L. Ewing, L. R. Jalenak, John F. Tims, Jr, G. A. True, George W. Reese, Maurice F. Barr, John B. Shober, Jules J. Paglin, Fred I. Meyers.

The Washington (D. C.) Daily News has been elected to active membership in the American Newspaper Publishers' Association.

The mid-summer outing of the Vermont Press Association began June 12. A party of about 40, including newspaper men and their wives, gathered in Burlington, where they were the guests of the Free Press at luncheon, and also in the afternoon at the pageant which formed a part of Burlington's 150th anniversary celebration. The party left that night for Basin Harbor, Vt., on Lake Champlain. Some of the party spent a part of Wednesday fishing in the lake, while the rest spent Wednesday and Thursday touring the Adirondacks.

The Tacoma, Wash., Advertising Club sponsored an Ad Masque Hi-Jinks June 8 at which products manufactured in Tacoma were characterized by costumes worn by those in attendance. The Daily Ledger sent six girls from its advertising staff, Misses Marie Graham, Ethel Klink, Bernice Glass, Emily Swenson, Pearl Rasmussen and Elizabeth Weedon, in dresses made of imitation tiger skin in token of "Tige" Reynolds' cartoons which feature the Ledger's daily front page. The News-Tribune sent five girls dressed in frocks made to imitate newspapers. They were Helen Manley, Mildred Moak, Dorothy Roediger, Margaret Manley and Anne Davis.

The Dallas, Tex., Advertising League has elected officers as follows: Herbert Stellmacher, president; L. F. McKay, first vice-president; I. Osborne, second vice-president; Knox Armstrong, secretary and treasurer; Hugo Swan, chairman of the vigilance committee; George Webster, editor of O. K.'d Copy, the official organ of the ad league; W. P. Hardwick and Joe Dawson, new directors.

The Denver Woman's Press Club has elected Mrs. John E. Hayes president, Miss Helen Eastom first vice-president, Miss Helen Black second vice-president, Mrs. Robert W. Steele third vice-president, Mrs. Dean Clark recording secretary, Mrs. Sam Harrison assistant, Mrs. John Vaile corresponding secretary, Miss Evelyn Valentine assistant, Mrs. Robert Grant Dill treasurer, Mrs. E. P. Perrine auditor, and Miss Mattie Durkee historian.

IN THE BUSINESS OFFICE

F. W. GOULD, of the advertising department of the Tacoma (Wash.) News Tribune, is planning to go to New York June 19 to follow the advertising game in the East.

A. C. Bailey, former manager of the classified advertising department of the Dallas Times-Herald, and prior to that advertising manager for two years of the Tampa (Fla.) Tribune, has joined the firm of McNeny & McNeny, realtors.

W. Spencer Huffman, formerly with the Wichita (Kan.) Eagle, in the advertising department, and more recently with the special service department of the McCormick-Armstrong Press, Wichita, has left to join the advertising forces of the Washington (D. C.) Post.

The only garments left Byron E. Woolston, business manager of the Butte (Mont.) Miner, were those he wore to business after thieves had finished ransacking his home. The family was away on a vacation and Woolston did not discover his loss until he returned home in the evening. Nearly every portable article of value in the house was gone.

Theodore Weil of the advertising department of the Louisville Times and Courier-Journal was in New York this week on business.

William F. Ragan, formerly with the Cedar Rapids (Ia.) Republican, has resigned to become business manager of the Marengo (Ia.) Republican.

William H. Neville, advertising manager, and John T. Gibbs, city editor, of the Philadelphia Record, accompanied by their wives sailed June 16 for a tour of Cuba, Panama Canal Zone, and Central America.

Silas D. Wright, former business manager of the Savannah (N. Y.) Times, has resigned, his duties having been assumed by Tyler K. K. Robinson of Cresson, Pa., publisher of the Times.

Fred Diener is new classified ad man on the Hagerstown (Md.) Herald-Mail.

Charles T. Buck and wife of Lancaster, Pa., are receiving congratulations on the birth of a son June 16. Mr. Buck is circulation manager of the New Era.

H. J. Engel has joined the advertising staff of the Danville (Ill.) Commercial-News.

Walter Stellner has returned to the advertising department of the Danville Commercial-News, after spending a year studying journalism at the University of Illinois at Urbana.

T. E. Hessey, business manager of the European edition of the Chicago Tribune and New York News, has been in Chicago on a visit.

N. L. Lucius, manager of the Western office of the Chicago Tribune, with headquarters in Los Angeles, is visiting in Chicago.

WITH THE SCHOOLS OF JOURNALISM

PLANS FOR DEVELOPING courses in journalism are being made at Iowa Wesleyan College, Mount Pleasant, Iowa, by Director C. T. Ryan. The college purposes also to install soon a printing plant for publication of the student newspaper and college bulletins.

Thirteen Ohio State University men are now employed in the editorial and reportorial departments of Columbus newspapers. Twelve are members of the Sigma Delta Chi, honorary journalistic fraternity. Outside of these 13 others are employed in the advertising, feature service and mechanical departments. Ray C. Wilkin Wilkerson is with the Columbus office of the Associated Press and Winston R. Uppergraff serves the International News Service. They are also O. S. U. graduates. The Dispatch men include James G. Thurber, Ralph McFeely, Dallas Tobin and Karl Pauly. Charles S. Nelson, Herbert Byer and Edward J. Demson serve the Citizen, and James E. Pollard, William Mylander and Wilbur E. Snypp are with the Journal. David M. Auch, also an O. S. U. graduate, is with the Associated Press. Columbus editors welcome an opportunity to give the university boys a chance, and the fact all of the men named above have given more than a year's service each satisfactorily seems to justify the viewpoint of their employing editors.

Humboldt High School, St. Paul, will establish a class in journalism in September and the members will edit a new high school magazine.

A high school newspaper course, designed for teachers having supervision over high school papers, will be offered by Prof. George Turnbull in the University of Oregon Summer session at Eugene, June 27 to Aug. 4.

A group of picked students in the School of Journalism at the University of Missouri will leave Columbia June 29 for a month's trip through Southern Missouri, especially the Ozarks, writing news and feature stories and magazine articles about state institutions, historic points, etc. The students will travel in a special car, under direction of Professors Frank L. Martin and Robert S. Mann.

The first annual gridiron banquet of the University of Colorado Chapter of Sigma Delta Chi on May 1 was attended by 200 selected students, faculty members and Boulder citizens.

Two hundred attended the first gridiron night at the University of Michigan May 1 under direction of Sigma Delta Chi.

Charles H. Huls, sophomore at Ohio State University, son of A. E. Huls, editor of the Logan (O.) Republican, has been chosen editor of next year's Makio, the university yearbook.

Features by
Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Chas. Hanson Towne
H. J. Tuthill
John V. A. Weaver
and others
The McNaught Syndicate, Inc.
Times Building, New York

OVER 64,000
LARGEST EVENING CIRCULATION IN IOWA
The Des Moines Capital

America's Best Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

BROOKLYN STANDARD UNION
has joined us for
SMILES
THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

FIRST IN PUBLIC SERVICE

The World

MORNING EDITION

The World and the Evening World have a combined circulation, daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York

Maller's Building, Chicago — Ford Building, Detroit

The Buffalo Territory Offers Big Possibilities To National Advertisers

Twelfth American City; second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% of English-Speaking Homes.

The Buffalo Evening News

Edward H. Butler, Editor & Publisher

KELLY-SMITH COMPANY

Representatives

Marbridge Bldg. New York, N. Y. — **Lytton Bldg. Chicago, Ill.**

The One Complete and Satisfactory Newspaper

In an address to the School of Journalism of the University of Missouri, Frank P. Glass, Editorial Director of The St. Louis Star, and former President of the American Newspaper Publishers' Association, said:

The New York Times is the one complete and satisfactory newspaper. It is the pride of American journalism. It is the most comprehensive record of contemporary events that has ever been printed in the history of the world. It prints the significant news of every state in the nation and every nation in the world.

From nothing—to

200,000

in seven months

DETROIT SUNDAY TIMES

9 PER CENT NEW YORK AD GAIN IN MAY OVER SAME MONTH LAST YEAR

Total Lineage Is Highest Ever Reached in May, and Third Highest on Record—Only Three Papers Show Loss from Like Period in 1922

NET gain of 1,238,668 agate lines, or about 9 per cent, was registered in May, 1923, over May, 1922, by New York City newspapers tabulated by the New York Evening Post statistical department. The month's total was 15,616,644 lines, the highest total ever reached in May and the third highest total in New York lineage annals. April, 1923, and October, 1922, surpassed it, April by 14,000 lines and October by almost 500,000.

All but three papers ran ahead of their 1922 figures. Total lineage for individual papers for May, 1923-1922, and May, 1923-1917, and comparative classified analysis for all the papers listed for May, 1923-1922, follow:

Pages 1923	Pages 1922		Percentage of Total Space	1923	1922	Gain	Loss
1,186	1,186	American	7.0	**1,098,586	953,808	144,778	.....
1,226	1,192	Brooklyn Eagle	10.5	1,639,608	1,450,720	188,888	.....
616	572	Brooklyn Times	2.3	358,436	314,752	43,684	.....
440	412	*Commercial	1.7	270,970	225,562	45,408	.....
1,136	956	*Evening Journal	8.1	1,255,888	1,092,622	163,266	.....
524	542	*Evening Mail	3.5	539,638	540,384	.....	746
540	512	*Evening Post	2.5	394,472	347,628	46,844	.....
722	720	*Sun	6.2	966,206	945,362	20,844	.....
604	644	Evening Telegram	4.1	642,230	672,700	.....	30,470
764	708	*Evening World	4.9	765,230	808,762	.....	43,532
622	566	*Globe	5.0	782,358	642,466	139,892	.....
1,046	1,058	Herald	6.5	1,020,026	1,002,640	17,386	.....
1,004	868	News (Tabloid)	2.4	369,148	283,848	85,300	.....
702	722	Standard Union	4.6	713,394	706,818	6,576	.....
1,598	1,518	Times	14.5	2,261,944	2,162,080	99,864	.....
1,006	894	Tribune	5.6	879,172	768,392	110,780	.....
1,286	1,206	World	10.6	1,659,338	1,459,432	199,906	.....
15,022	14,276	Totals		15,616,644	14,377,976	1,238,668 Net Gain	.....

*No Sunday edition.
**68,850 lines American Weekly not included.

	1923	1922	1921	1920	1919	1918	1917
American	1,098,586	953,808	976,780	1,046,262	905,192	837,292	741,250
Brooklyn Eagle	1,639,608	1,450,729	1,336,286	1,334,474	1,048,962	779,239	844,222
Brooklyn Times	358,436	314,752	291,874	295,894	†.....	†.....	†.....
Commercial	270,970	225,562	307,624	281,430	264,782	164,930	152,384
Evening Journal	1,255,888	1,092,622	972,914	857,792	868,787	691,809	672,299
Evening Mail	539,638	540,384	526,602	608,468	423,509	429,742	435,466
Evening Post	394,472	347,628	507,784	539,344	418,168	379,968	339,872
Evening Sun	966,206	945,362	758,274	748,400	732,380	498,741	523,077
Evening Telegram	642,230	672,700	632,960	769,612	907,412	763,891	694,907
Evening World	765,230	808,762	766,590	919,444	725,742	452,165	481,153
Globe	782,358	642,466	572,700	725,218	786,704	444,697	507,872
Herald	1,020,026	1,002,640	1,172,520	1,214,588	788,450	596,721	661,758
News (Tabloid)	369,148	283,848	225,780	146,922	†.....	†.....	†.....
Standard Union	713,394	706,818	595,898	783,090	623,750	480,003	461,062
Sun	‡.....	‡.....	‡.....	‡.....	583,340	319,324	359,715
Times	2,261,944	2,162,080	2,092,816	2,315,637	1,669,932	1,210,616	1,084,538
Tribune	879,172	768,392	863,320	1,005,858	730,402	377,906	432,381
World	1,659,338	1,459,432	1,355,588	1,748,420	1,601,328	1,347,380	1,101,380
Totals	15,616,644	14,377,976	13,956,310	15,340,853	13,078,840	9,774,424	9,493,336

†Figures not recorded.
‡Sun and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1, 1920.

	Total 1923	Total 1922	Total 1923	Total 1922	Total 1923	Total 1922
TOTAL SPACE	7,559,184	6,855,762	8,057,460	7,528,214	3,777,150	3,299,258
Amusements	228,076	216,372	195,470	189,308	116,642	92,816
Art	17,578	10,074	4,550	1,826	10,482	4,908
Auction Sales	92,130	107,062	5,658	9,022	13,730	10,362
Automobile Display	279,950	230,162	267,086	249,738	213,250	162,870
Automobile Undisplay	70,978	57,894	127,146	138,460	32,956	29,224
Boots & Shoes	78,708	76,528	95,724	122,586	22,938	26,064
Building Material	34,738	25,544	34,128	23,062	25,086	9,048
Candy & Gum	15,472	20,682	30,690	53,756	116	2,096
Charity & Religious	22,446	19,934	35,396	33,406	576	20
Dancing	16,598	9,726	6,556	2,108	4,422	2,716
Deaths, Etc	51,728	59,188	35,308	30,534	16,336	15,154
Druggist Prep	122,952	136,795	136,196	98,730	43,754	56,392
Dry Goods	1,284,832	1,078,050	2,775,454	2,592,540	849,156	775,646
Financial	452,926	590,378	200,368	269,862	36,166	37,426
Food Stuffs	109,788	86,630	388,888	321,324	21,568	23,706
Furniture	278,096	229,616	278,286	254,238	291,486	245,298
Hotels & Restaurants	34,374	28,732	59,984	58,298	18,160	15,536
Jewelry	37,230	16,894	16,498	18,458	19,796	7,278
Legal	40,330	30,924	290,242	223,066	.....	.....
Men's Furnishings	303,432	288,398	238,556	264,296	26,106	16,010
Musical Instruction	4,710	4,014	5,976	9,986	3,212	1,914
Musical Instruments	105,352	94,915	143,086	152,408	60,484	58,372
Miscellaneous Display	484,474	484,620	505,680	514,439	253,094	233,432
Miscellaneous Undis	256,780	283,135	359,524	384,683	118,532	130,118
Newspapers	25,464	46,482	1,550	20,766	3,152	5,936
Office Appliances	17,086	43,786	9,240	13,208	638	160
Prop. Medicine	34,284	43,644	69,422	81,330	13,932	21,480
Public Service	25,440	7,576	33,454	9,702	5,008	.....
Periodical (Mag.)	46,560	53,330	23,394	15,532	4,000	15,186
Publishers	108,108	83,648	33,818	24,694	93,606	74,712
Railroads	83,720	71,558	37,588	48,070	20,316	20,374
Real Estate	501,632	413,426	153,604	124,768	364,462	278,968
Real Estate Undis	410,094	410,285	400,004	424,564	276,590	273,946
Resorts	183,162	184,440	134,970	114,490	160,360	135,890
S. S. & Travel	338,790	320,077	104,388	89,998	87,732	68,240
Schools & Colleges	34,248	27,567	11,388	21,876	18,400	17,816
Tobacco	123,878	45,570	97,216	41,560	1,200	13,886
Wants	840,738	642,722	85,428	64,258	235,932	198,872
Non-intox. Beverages	33,784	21,660	48,524	15,068	4,172	1,008
Women's Spec. Shops	328,518	253,724	577,072	396,196	289,602	216,378
Foreign Adv	1,946,152	1,656,096	1,627,056	1,485,146	884,148	695,640
Local Display	3,870,570	3,687,190	5,083,226	4,785,842	2,206,420	1,970,692
Undisplay Adv	1,742,462	1,489,380	1,347,178	1,251,226	686,582	632,926
S. S. & Travel Guide	.....	23,096	.....	.....	.....	3,088
European	2,200	3,120	966	1,898	1,666	398
Brooklyn	291,552	255,006	420,188	323,974	288,336	253,676
Harlem & Bronx	60,250	68,924	71,076	37,594	60,928	67,902
New Jersey	81,674	4,672	2,672	1,130	81,714	4,396
Radio	9,146	.....	109,268	.....	3,758	.....
Graphic Section	185,290	171,044	25,386	23,206	196,306	187,036
Affiliated Adv	6,482	11,802	20,674	39,018	3,808	6,600
Office Adv	108,380	100,818	86,416	82,356	46,162	32,846
Total Pages	7,566	7,142	7,456	7,134	3,502	3,262

THE NEW ORLEANS STATES

In two years has *increased*

Daily over 17,000
Sunday over 41,000

Present averages are

Daily over 54,000
Sunday over 77,000

Rate 12c flat Daily
15c flat Sunday

Advertising gain for 1922 1,025,432—Greatest in the South

Represented by

THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK

JOHN M. BRANHAM CO.
CHICAGO

Thousands of Portland, Maine families take no other Daily Paper

The Evening "EXPRESS" has a City circulation several thousands in excess of that of any other Portland daily.

In more than FIFTEEN of every SIXTEEN homes the EXPRESS is taken, and in thousands of these homes it is the only daily paper taken.

Portland's Only Evening Paper!
Portland's Only Three-cent Daily!

Portland Express

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

The Syracuse Herald

SYRACUSE, N. Y.

Is first in Syracuse leading the second paper by 2,158,316 lines for total advertising for 1922.

First in total; local; national lineages.

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.

284 Fifth Ave. N. Y. City — **Steger Bldg. Chicago, Ill.**

Globe Bldg. Boston, Mass.

An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEWDALL

33 West 42nd Street
New York City

MILWAUKEE

is the ideal try-out market. Representative in size—not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—

The Milwaukee JOURNAL FIRST-by Merit

Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES AS

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A.B.C.

KELLY-SMITH CO.
Marlborough Bldg. New York
Lytton Bldg. Chicago

LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 20,347 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.
IT COVERS THE FIELD COMPLETELY.
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

The Pittsburgh Press
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

The NEW YORK EVENING JOURNAL has the largest circulation of any daily newspaper in America.

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Adress your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

A NEWSPAPER advertising scheme is being put across with success by the Lancaster (Pa.) New Era. For eight weeks a pretty, young girl from out-of-town, whose identity was unknown, put dollar bills in circulation by buying at local stores in city and county. The numbers of the bills were "lucky" and the persons turning in bills bearing these numbers as listed each day in the columns of the paper received in exchange from $5 to $100. Names of stores visited were also included in the story each day. The girl's identity was finally disclosed on the day that her picture appeared in the paper. Persons who identified her with "Hello, Miss New Era," on that day received $25. Merchants and business firms vied with each other in showering her with gifts, and the photographers in taking her picture. She received bouquets, candy and other presents. The second part of the program consists of having her visit homes and give $10 in exchange for a single copy of the newspaper of that day. The homes are determined in an unique way. Each theatre gives in the last number on a ticket presented at the box office at a certain hour. This number is used as a key number when the girl visits five houses on the following evening, giving $10 for each copy of that day's edition. If the number is 8, for example, she stops at homes whose street number ends in 8. She is accompanied by a member of the staff and rides in a car loaned by courtesy of a local automobile distributor. The picture of the girl standing by that particular auto appears in the paper next day with an account of her experiences at the homes, as well as names of firms presenting her with gifts. The curiosity and interest being aroused by this means has created friends and general good-will that mean much to the newspaper.—Cecilia Goodell, The New Era, Lancaster, Pa.

"Before and after" was the title of a divided eight-column cartoon over advertisements of a group of auto accessory dealers. The one panel showed a Ford unequipped with any accessory supplies, having a deuce of a time, bobbing up and down on a rough road, while lack of a proper horn, rear view mirror, etc., was also depicted. The opposite panel showed a Ford completely equipped, riding smoothly over the bumpy roads, unbothered in passing or being passed by other cars, etc.—From Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Suppose that one of the employees of the paper bought a pair of good shoes at a leading local shoe store and suppose this employee upon putting on the shoes attached a pedometer to his ankle and wore this pedometer whenever he wore the shoes. This pedometer would show him the distance he walked and he could, in this way, see what mileage he got out of the shoes before wearing through the soles. This information could then be given to the shoe merchant with the understanding that he would play it up in an unusually large ad in which he would call attention to the big mileage that purchasers of his shoes get. This would be a different slant on the shoe business and would be an easy way for the newspaper to get more advertising—Frank H. Williams, 1920 Spy Run Ave., Fort Wayne, Ind.

The Birmingham News is conducting a contest to find the prettiest bathing suit beauty and the best diving expert, offering substantial prizes to the winners. There is much excitement throughout the city and much free publicity for the News. The management is banking on the enterprise as a good long-time advertising stunt for the News.

The motto is: "Give them something to talk about and they won't forget about you."—Helen Bethea, Southern News Service. Box 2472, Birmingham, Ala.

In order to secure more reader confidence for the stock and bond brokerage houses who use space in the financial section of the St. Louis Globe-Democrat, that paper used a display advertisement of its own to carefully explain that although the goods of its advertisers cannot be guaranteed by the paper, yet the paper does to the fullest extent of its resources investigate the general character and integrity of firms applying for advertising space for investments in the Globe-Democrat and that only those whose honesty is certain are permitted to use space.—D. R.

"Seven Days' Cash Sale." This idea would undoubtedly be interesting to your furniture dealer. "Bring your cash or check book and make the biggest savings of your life." Make no bones about it. Say they have cut prices down to meet the demand of folks who have been holding out for lower prices. It's a case where "Money Talks." Talk to that furniture advertiser of yours whose ear is to the ground for business-getting advertising and selling thoughts.—G. C. Marley, Republican-Journal, Ogdensburg, N. Y.

A daily newspaper of eastern Canada is now conducting a typewriting contest, for readers of the paper. Entry forms are printed in each issue of the paper. A date for the contest will be chosen later, with preliminary contests held in different parts of the district. Transportation of the semi-final winners to the city in which the newspaper is published will be paid by the paper. The first prize will be a trip to Montreal including board and room for one week at the largest hotel in that city. The second prize will be a portable typewriter or wardrobe trunk. The third prize will be an order on any city store for goods to the value of $25. —William J. McNulty, St. John, N. B., Canada.

Many newspapers are taking advantage of the "service" idea to swell their own circulation and incidentally get a little advertising for their own publication. Taxicab companies are the latest to adopt the plan of presenting patrons with free newspapers. Hotels in some cities have been doing this for years. Then there are apartment houses, stores, etc., all of which are available if you go after them. —Bert A. Teeters, Box 295, Springfield, Ohio.

In the spring and summer a particularly effective advertising plan is to solicit one full page of advertisements of picnic and camping accessories such as paper plates and spoons, drinking cups, thermos bottles, tents and camping outfits. These advertisements are placed on the page in the form of a hollow square and on the inside is a feature story interestingly written of places to go on picnics, hikes, or for camping trips and calling attention in some way to the surrounding advertisements. The story should be really informative and helpful in its suggestions, as well as entertaining, so the reader will not have a "sold" feeling after reading it but will be in the mood to look over the advertisements. —Mary L. Burton, University of Oregon, Eugene, Ore.

GOSS
Stereotype Plate Making Equipment
For Flat and Curved Plate Service. Immediate Delivery.
Send for Catalog
THE GOSS PRINTING PRESS CO.
1535 South Paulina Street, Chicago, Ill.

Westchester County's Greatest Advertising Medium
THE DAILY ARGUS
Mount Vernon, N. Y.
Carried
Over 7,000,000
Lines in 1922
This is the Greatest Amount of Advertising Carried by Any Paper in This Important County.

In New Orleans it's THE ITEM

New Haven Register
is New Haven's Dominant Paper
Circulation over 35,700 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

"The African World"
AND
"Cape-to-Cairo Express"
Published every Saturday in London.

CHINA SCHOOL MUCH NEEDED

Journalism in State of American Press in Early 19th Century

The ultra-propagandist nature of the Chinese vernacular press will be the chief problem facing the School of Journalism at Peking University, in the opinion of J. Leighton Stuart and his newspaper advisers who recently announced plans for the new department. Among the 800 or more native daily papers in China, there is virtually no such thing as a segregation of editorials and the news. Every publication has its coloring of political, trade, or social bias, and every word it prints is written or edited in a spirit of partisanship. Even the Beggars' Guild in Canton is said to have its own daily sheet, to push its cause before the reading public.

Politically, the Chinese press might be said to be in the stage of the American press in the early 19th Century, when bitter factionalism was the keynote. The only common cause among the Chinese papers is nationalism; they are as one in resenting foreign encroachments—excepting, of course, the few native-language papers that are subsidized by foreigners. But so widely and keenly variant are the domestic factions that the single unifying element of "China first" is ordinarily drowned out in the welter of internal disputes.

The policy of the new school will be to afford a thorough four-year course in fundamental subjects, such as economics, history, the English language, for a good background in writing and editing. The American headquarters of Peking University, 156 Fifth avenue, New York, is making a special effort to raise the funds for the new school to the $500,000 estimated as sufficient to erect a building and endow the professional staff, maintain a departmental library, and provide a pro rata contribution to the contributory schools. It is hoped to open the courses not later than the fall of 1924.

Blames Readers, Not Editors

The responsibility of the reading public for the selection of reading matter made by the newspaper was the principal theme of an address by S. Morgan Powell, literary and dramatic editor of the Montreal Daily Star, before the Kinsmen Club, Montreal, May 28. He stressed the fact that the reading public got what they wanted from the papers, and urged readers to let newspaper editors know if they desired any change in the class of news or other matter published.

Midnight Oil in Many Lamps

The hobby of the late P. C. Boyle, for many years editor and proprietor of the Oil City (Pa.) Derrick, was the collection of lamps. He was an authority on petroleum. The best portion of his collection, numbering into the thousands will be shown at Tulsa, Okla., October 8 at the International Petroleum Exposition.

BAKER 25 YEARS ON P. D.

Cleveland Publisher Also Marks 47th Wedding Anniversary

Elbert H. Baker, president of the Cleveland Plain Dealer Publishing Company, had two important anniversaries June 1. That day marked the completion of his twenty-fifth year as directing head of the newspaper and the forty-seventh anniversary of his marriage.

He and Mrs. Baker remained at their Gates Mill country home, but June 12 Mr. Baker and Mrs. Baker gave their annual outing to P. D. employes at Euclid Beach. "Bob" Ashby, superintendent of employment, supervised the dinner. Harry Malloy, auto advertising manager, managed the sports.

Five-Hour Subscription Race

The El Paso Herald recently staged a five-hour race among its newsboys for subscriptions, the fire whistle being used to open and close the contest at 8:15 and 1:15 o'clock respectively.

Jamestown (N. Y.) Typos Elect

These officers have been elected by Jamestown, N. Y., Typographical Union: president, Paul A. Clark; vice-president, Marvin Peterson; secretary-treasurer, Fred Gass.

Gundlach Gets Pathe Freres

The Gundlach Company, New York, has secured the account of the Pathe Freres Phonograph Company, Brooklyn.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Children's Page

AUNT DEE DAILY CHILDREN'S STORY
Imaginative, but not too exciting.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Colyums

"DAY AND NIGHT"
Weekly; general information, comment, humor.
7 E. 42nd St., N. Y. C., Room 1002.

"BACKFIRE"—A humorous column.
Something new in feature service.
Country Weekly Features,
582 North Fourteenth St., Manhattan, Kansas.

Comic Pages

BILLY BUNK
New Paper This Week
Tribune, Oakland, Cal.
Herald-Sun Syndicate, 280 Broadway, N. Y. City

Comic Strips

"DO YOU THINK HE DID?"
Two-Column Comic
The Seattle Times publishes it.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

MRS. CONTRARY
Mrs. Contrary Mrs. Contrary
Mrs. Contrary
The Herald-Sun Syndicate, 280 Broadway, N. Y.

PERCY AND FERDIE
Think of It—2,710 Consecutive Insertions
It pulls and holds circulation.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

"BRINGING UP BILL"—"HANK & PETE"
6-col. strips—hitting on all cylinders.
Columbia Newspaper Service, 799 B'way, N. Y.

Fashions

FAIRCHILD FASHION SERVICE,
issued by the proprietors of "Women's Wear," etc., of established local value to newspapers.
Metropolitan Newspaper Service, New York.

Fiction

"THE METROPOLITAN FOR FICTION"
Why?
Because it wins against the field.
Metropolitan Newspaper Service, New York.

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors
Service for Authors, 33 West 42d St., New York

Home Decorations

HOME BEAUTIFUL, by Dorothy Ethel Walsh.
Economical Talks on Decorating.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Newspaper Halftones

HALF COLUMN HALF TONE,
1½ in. deep, for $1.10; ten for $9.00.
Independent Engraver, 258 W. 28th St., N. Y.

New York Letter

FOR $5 A WEEK
You get an exclusive, weekly, 1,500-word New York Letter covering the drama, art, music, books, movies and local stuff. I agree to subscribe for a press clipping service covering your city and state. Try the letter for four weeks. If unsatisfactory don't pay for it.
CARL H. GETZ,
150 Nassau, New York

Photo News Service

THE BEST FOR THE LEAST MONEY
Kadel & Herbert,
153 East 42d St., New York City

Sunday Pages

EXPLOIT AND ADVENTURE
Have you a reader who doesn't crave adventure?
We can supply you with a page a week.
Metropolitan Newspaper Service, New York.

SUPPLIES & EQUIPMENT

For Newspaper Making

For Sale—or Lease.
Fully equipped daily newspaper plant, ready to operate. Fifteen linotypes, monotype caster, Hoe and Goss Presses. All equipment in good condition. Located in Boston. J. H. Devlin, 309 Washington street, Boston, Mass.

For Sale,
at half price. Six fonts linotype mats—8 point Old Style No. 1, with Antique No. 1. Double steam table with two gas fired boilers. News, Passaic, N. J.

For Sale,
complete equipment of daily newspaper plant, including Goss—twenty-page press, stereotype machinery, a monotype, six linotype machines, etc. Low price for quick sale. If interested write or wire the Gazette & Telegraph Co., Colorado Springs, Colorado.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Cline-Westinghouse Double-Motor Drive with full automatic push button control.

The New York Times has ordered Cline-Westinghouse Double-Motor Drive with full automatic push button control for four of their new presses.

CLINE ELECTRIC MANF'G. CO CHICAGO
QUALITY NAME SERVICE FAME
CLINE WESTINGHOUSE

MAIN OFFICE
Fisher Building
343 S. Dearborn St.
CHICAGO

EASTERN OFFICE
Marbridge Building
Broadway at 34th Street
NEW YORK

Composing Room Steel Equipment

We manufacture in steel everything in the way of equipment for the composing room, such as Makeup Tables, Galley Dumps, Correcting Banks, Type Cabinets, Galley Cabinets, Pressed Steel Galleys, Portable Page Trucks, etc., etc. Write us when in the market.

Chicago Metal Mfg. Co.
3724 So. Rockwell Street
Chicago, Ill.

Just Out—New Issue of
"LISTINGS"
Contains details of nearly 200 newspapers. Thirty-four states are represented. Papers requiring from a few hundred dollars investment up to those needing more than a half-million to handle. We have some big papers in New York, Pennsylvania, Ohio, Indiana and Illinois as well as other states. If you want a newspaper anywhere regardless of the size, send for "LISTINGS," it's free. WE specialize in personal service and if you do not find the paper you want in our publication we can negotiate the purchase of any particular paper you want and at no charge to you. Write us regarding this matter.

MORE PAPERS WANTED
Publishers will find this a good time to sell. List with us. Same will be handled quietly and quickly. When requested, we do not publish details in "LISTINGS," but same are offered only to clients able to handle and who are seeking for such papers. Write us for details of our confidential plan.

PROMOTION WORK
Can take on a few more papers soon wanting advertising or circulation promotion. Experienced men, tried and proven plans and hard work will enable us to secure you results no matter how hard the conditions may be.

PUBLISHERS' SERVICE BUREAU
(Established 1916)
119 N. Bowman Street Mansfield, Ohio.
Owned and Managed by Experienced NEWSPAPER MEN.

R. HOE & CO.
For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds
Quality First—Progress Always
We always carry a full line of Press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.
504-520 GRAND STREET
NEW YORK CITY
No. 7 Water Street Boston, Mass. Tribune Building Chicago, Illinois

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Man,
4, married, desires position on small city daily. Four years in present location and under two managements as solicitor-manager. Personal conditions require change. Available July 16. Have pep, personality, and good education. Will go anywhere and am not afraid of work or weather. References from civic officials, opposition paper and others as to character and ability. $35 to start. Reply Box B-734, Editor & Publisher.

Circulation Manager Seeks Change.
An efficient, energetic, enthusiastic, tactful circulation manager, 28 years of age, with 15 years' working experience in every angle and phrase of circulation work, from carrier boy to circulation manager on papers of from 4,000 to 25,000 seeks change, for purely personal reasons, which can easily be explained. In connection prior to present engagement added 1,200 new subscribers and increased cash receipts 50 per cent within two years without use of voting contests or premiums. In present connection has added 1,000 subscribers in last few months with the advantage of having an excellent newspaper to sell. Best of references from past employers. Salary $45 to start, more as I earn it or $45 weekly and commission. Address B-769, care Editor & Publisher.

Classified Advertising.
If your classified department needs new blood; if it needs intelligent directing and developing; if you want a young man with experience, ability and ambition get in touch with me. Will consider most any location and any paper over 25,000 circulation. Can also fit in as able assistant on a metropolitan paper. For full particulars of past record write or wire today to Box B-757, care of Editor & Publisher.

Classified Advertising Manager
Now on paper of 24,000 circulation wants connection with larger paper in larger field. Understand clerical, counter, telephone, street sales and execution. Capable of producing new business. Can you use me about September ? Address Box B-778, Editor & Publisher.

Editor-Manager.
Ten years' successful record towns up to 60,000, now employed, seeks change. Fine references. Address B-746, Editor & Publisher.

Editor and Manager.
After 20 years' experience on large and small dailies, managing editor of leading paper in town of 120,000 seeks post as editor and manager of small daily. Has record as news and business executive along with a practical working knowledge of costs, mechanical and circulation difficulties, etc. My present salary is $4,500 and bonus. Divided control makes change now, or in early fall, desirable. References the best. Here is an unusual chance for some publisher to shift his burdens onto an editorial and news expert who is 40, clean living, married and who grew up within the noise of a press and with a typewriter for a toy. Address Box B-743, Editor & Publisher.

Editorial and Feature Writer.
Married man, 45, widely experienced journalist and editor, open for high grade position on afternoon daily, trade journal, or magazine; not interested in any job paying less than $50 weekly to start. B-759, Editor & Publisher.

Former Reporter
and special writer (married), author of a contemporary book that has attained much publicity, member of large importing firm about to liquidate; age 33, wishes position in editorial department of magazine, book publishers or newspaper magazine section, specializing in current national topics or international relations. New York City or vicinity preferred. B-770, Editor & Publisher.

Foreman Stereotyper
of proven ability. Correspondence or interview solicited. Address B-756, Editor & Publisher.

Publishers Exchange Building

Plans are being drawn for a seven-story Publishers Exchange building to be erected in Chicago at the southeast corner of Calumet avenue and Twenty-third street, just west of the new Grand boulevard plaza. Joseph Weidenhoff has bought the property. Most of the space in the building to be erected will be leased to publishers.

Prizes for Window Displays

Prizes for the best window displays in mercantile shops of Winston-Salem, N. C., are being offered by the Twin City Sentinel.

SITUATIONS WANTED

Managing Editor.
Ten Years in city of 200,000, now employed on one of largest metropolitan dailies, desires to change. References. Address B-762, care Editor & Publisher.

Newspaper Business Executive
with over twenty years' successful experience, both metropolitan and provincial, immediately available, preferring metropolitan location and permanency. Excellent record and references. B-738, Editor & Publisher.

Newspaperman with International Experience,
just returned from Europe, wishes to connect with high class publication. Distance no object. Willing to hang hat anywhere where assured future promised. Write direct: Harry Cohen, 108 S. Main St., Dayton, Ohio.

Wanted—
Young man who has had six years' experience managing small dailies and weeklies desires change. Can do anything in the shop. At present am running a job office in town of 25,000. Desires change about July 1st or later. Write B-745, Editor & Publisher.

Writer—Reporter
desires part time work day or evening on suburban daily or weekly near New York. Translator French and German; thoroughly posted European and South American conditions; widely traveleld in official capacities. Age 30, married. university man. Best references. B-777, Editor & Publisher.

Your Lineage Sales Problem
Can Be Solved
by this advertising manager, who has built up advertising and good will in varied fields under adverse conditions. Trebled foreign for metropolitan daily, won first place for second paper in western city of 11,000 in three months —and held it. A convincing and resourceful salesman who won't "wear out" with your advertisers and a capable, tactful executive. You will find him an unusually profitable investment at $60 to $75 per week. Partnership dissolution releasing him in near future. A short letter will bring you detailed particulars and references. B-780, Editor & Publisher.

UNITED STATES VETERANS BUREAU APPLICANTS

Reporter.
Age: 26—Graduate, B. Lit. Columbia University. Desires position on Financial News. 1½ year experience. B-760, Editor & Publisher.

Reporter.
Age 32. Married, 2 years' experience with Italian American Daily "Bolletino Della Sera." Has done court and ship news. Served Medical Corps, U. S. Army. B-761, Editor & Publisher.

Three college graduates,
U. S. Veterans Bureau trainees, who have completed the course at a well known school of journalism. Wish to connect with a progressive paper or trade journal. B-750, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Wanted,
Small daily newspaper to lease or buy in city of 5,000 to 10,000 population. B-669, Editor & Publisher.

Employing Printers Convention

The New York Employing Printers Association will hold its annual meeting at the Hotel Astor June 25. Secretary of Commerce Hoover has been invited to attend. Other speakers scheduled are: Dr. Charles Aubrey Eaton, formerly editor of Leslie's Weekly; James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies; C. C. Ferguson, managing director of Printed Salesmanship, Inc.; Louis Victor Eytinge, Jas. F. Newcomb Co., and John Sullivan, executive secretary Association of National Advertisers.

Woman Installs Open Shop

Mrs. Josie Goodwin, publisher of the Turlock (Cal.) Daily Journal, has announced an open shop hereafter for her publication on "account of constant and increasing friction" between the union member employees.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Ad Foreman
for night shift on large California daily paper. Must be capable of handling good-sized crew and getting results. Union. Address B-747, care of Editor & Publisher.

Advertising Solicitor.
Energetic salesman who can write copy and get new business from non-advertisers. Steady position with good prospects for advancement. State experience, salary expected to start, and give full particulars. Address M. Bradley Norton, Gazette Publishing Co., Niagara Falls, N. Y.

Circulation Manager
wanted for the only daily Catholic newspaper in the United States to build up the national circulation. Good opportunity. Address daily American Tribune, Dubuque, Iowa.

Classified Advertising Manager
Leading newspaper in thriving resort city wants a man of experience and proven executive and promotion ability to take charge of an aggressive and rapidly increasing classified advertising department. Send photo with reply. B-771, Editor & Publisher.

Editorial Writer and Rewrite Man.
State salary and experience. Bayonne Times, Bayonne, N. J.

Managing Editor
California—want experienced man who can point to achievements in producing clean, interesting, attractive newspaper. State desired salary and when could come. B-779, care Editor & Publisher.

Proof Reader Wanted
for Columbia Missourian, a 6-8 page daily produced by School of Journalism, University of Missouri, and circulated as general newspaper in city and county. Will consider only the highest type of proof reader; one who can help us improve. Columbia is ideal home town, the educational center of Missouri. Give qualifications and salary expected. Columbia Missourian, Columbia, Missouri.

Wanted at once.
Reporter by Danville Morning Press, for general assignments. Must have had at least three years' experience and be able to cover any beat except sports and society and be able to do that in a pinch. Permanent situation and opportunity for advancement to the desk for right man. Apply, telling all in first letter, experience, salary wanted, etc., to Frank P. Hanafin, general manager, Danville, Ill.

Wanted
Advertising manager by central states morning newspaper, which is desirous of strengthening its advertising staff. The man we want is probably second in command, working under the new day advertising manager who knows how to develop accounts, make new advertisers and sell the goods he has. Must have vision, be resourceful and a worker with courage to tackle the hard ones. In no hurry but the right man can have a position right now which will pay him well and lead to a certain future in a splendid community and a constantly developing newspaper. Address advising fully of your experience and personality (key letter care your publication.) B-773, Editor & Publisher.

New Linotypes in Ohio

Among the recently installed linotypes in Ohio printing offices are the following in newspapers: Youngstown Vindicator, model 23; Coshocton Tribune-Times-Age, model 22; Fostoria Times, model 8; Lancaster Eagle, model 14; Mansfield News, model 22; Massillon Independent, models 8; Metemora Record, model L; McArthur Tribune, model K; Steubenville Gazette, model 8; Thornville News, model 8; Upper Sandusky Chief, model 8; Alliance Review-Leader, one model 8 and one model 14; Berea Enterprise, model 8; Berlin Heights Call, model L; Cleveland Gospel Herald, model 17; Cleveland Independent Press, two model 8s; Toledo News-Bee, model 8; Antwerp Bee-Argus, model 8.

Des Moines News 2 Cents

The Des Moines Daily News, said to be one of the first newspapers in this country to reduce its price to one cent following the war, has announced that it will advance the price to two cents a copy on street sales beginning June 11. The reason for the increase is given as steadily increasing cost of news print. Subscription rates are not advanced.

Sales Appraisals
NEWSPAPER PROPERTIES
PALMER, DE WITT & PALMER 225 Fifth Ave., New York
Pacific Coast Representative
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Unusual Opportunities
Daily & Weekly NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES
YOUR EDITORIAL PAGE—is it interesting? Is it holding and winning readers? Our No. 8814 has business-building sense; gift of seeing in local events topics for editorials; is fair, tactful, virile in expression; has executive skill in directing news staff. Just over 30, holding responsible place, ready for a bigger position. It may be to your advantage.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

STARR SERVICE CORPS
Pierre C. Starr
Furnishes successful practices and co-operative systems pertaining to any phase of
NEWSPAPER MANAGEMENT AND DEVELOPMENT
Increasing Advertising Earnings, Circulation, Etc.
Service limited to daily newspapers with not less than 15,000 circulation.
STARR SERVICE CORPS
Upbuilders of Newspapers
42d St. & B'way New York City

Clipping Collection
For sale—Thirty year collection of newspaper clippings of the late Henry N. Cary. Subjects, general, historical and biographical.
Invaluable to library or newspaper morgue. Ready for immediate use. Address, B-686, Editor & Publisher.

HUGH S. FULLERTON
has written
FOUR STORIES
called
Tales of the Turf
which we will release
BEGINNING JULY 8TH
Weekly—Full page—Illustrated
Ask for Samples
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

"Ma"
A Comic Classic
in a daily strip.
Furnished by
C-V Newspaper Service, Inc.
350 Madison Ave., New York City

NEA
Your feature requirements can be completely filled, regardless of the size of your paper, with NEA SERVICE.
Write or wire for samples and rates.
Nea Service, Inc.
1200 W. Third St.
CLEVELAND, OHIO

in WISCONSIN
The Sunday Telegram has the largest circulation of any Milwaukee newspaper. The latest government report shows 121,053 NET PAID. The Telegram *belongs* on your list.
April circulation average
131,749
NET PAID
Milwaukee Sunday Telegram
REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

SNAKES are the most misunderstood animals in the world. Many persons kill them on sight, though reptiles are gentle and inoffensive by nature. They are important economic allies of their murderers, for snakes destroy the rats and mice that destroy millions of dollars' worth of grain and other property annually. There are but four kinds of poisonous snakes in the United States, outside of museums. These are the rattlesnakes, copperheads, water moccasins (found only in the South) and the rare coral snakes. Their bites are not necessarily fatal, and the number of persons bitten is small. Most snake stories are either gross exaggerations or lies. Children are not usually born with the fear of snakes and will not acquire it except through imitation of misguided adults. A snake story, based on facts gathered from local naturalists, would be interesting. The Reptile Study Society of America, founded by a veteran newspaper man, Allen Samuel Williams, is always prepared to send free information from the office of its secretary, 108 Convent avenue, New York City. Raymond Lee Ditmars, curator of reptiles, New York Zoological Park, is president of the society.—Armstrong Perry, 1513 O street, N. W., Washington, D. C.

A summer interest-builder of real constructive value has been arranged by The Rocky Mountain News and Denver Times in its flower contest. Three prizes are given—one for best flower box or bed, one for handsomest back yard shrubbery, and the third for best bouquet of home-grown flowers.—F. J. McEniry, 1825 Logan, Denver, Colo.

What was your first job?

This interrogation if put to the president of your national bank, to the principal of your community school, to the mayor of your city, members of the clergy, prominent lawyers etc. etc. will provide material for mighty good reading matter of interest to all your readers. Just try it!—Frank E. Cascella, The Times, Paterson, N. J.

Under the caption "IS THIS YOU?," The Galveston (Texas) Daily News is publishing several times a week a picture taken by its staff photographer showing some person walking along the streets of Galveston. The picture is taken in each instance without the knowledge of the person photographed. The person shown in the photograph is requested to call at The News office, identify himself or herself and receive two free tickets to any one of the first-class motion pictures of the city.—J. E. King, 311 N. Edgefield Ave., Dallas, Texas.

All the world loves animals. One staff photographer at least knows that. For several months he took snappy pictures of hounds, bulldogs, terriers and mongrels that he chanced upon in his daily travels. A few weeks ago he put his collection together and under the caption 'Dogs I Have Known" is running daily a two-column picture of some animal. He tells where he chanced upon the dog. All the world loves animals and hundreds of readers have a failing for dogs. They're saying so in letters of appreciation. C. A. Grimes, Diamond Hill, R. I.

Proprietors of second hand book stalls are complaining that the radio craze is keenly felt by them—in fact, driving some of them out of business. They say that "stay-at-home" people have ceased to seek entertainment by reading, in preference to musical concerts broadcasted over the radio. Also, people whose hobby once was the collection of rare or odd books usually discovered in the antique and quaint little cubbyhole book exchanges found in any large city have changed their hobby and are now interested in "wave lengths" and other things connected with Radio. You can easily get a story by interviewing the local dealers in second hand books, coins, antiques, stamps, curios, etc. who are in a position to gauge the public's change of interest in various "hobbies." Perhaps some merchant has already been forced out of business for this reason—and, perhaps, he, himself, has changed his business to Radio! There is good stuff here for a human interest page one "box" if not for a regular sized feature story.—David Resnick, St. Louis Times, St. Louis, Mo.

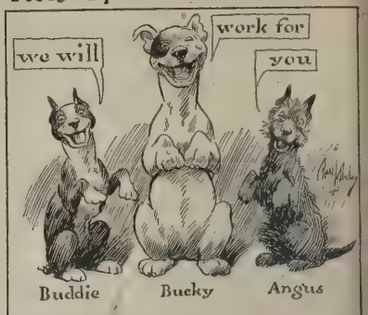
A newspaper in a small city might run a story on "nicknames." A little investigation will bring to light a number of unusual nicknames, and behind some of the more commonplace names there is an interesting story. How does the man like his nickname? What does his wife think of it? Some wives are so tired of nicknames that they use great effort in keeping their children from being nicknamed. —Paul J. Thompson, University of Texas, Austin, Tex.

How many couples are there in your town, or in that vicinity, who have been married 50 years or longer? Ask that question and inquire for the dates when they were married, and you not only get an interesting little story every day from the responses, but the dates can be listed in the assignment book and you know when the anniversaries come again. Some really old couples are thus discovered, for we found no less than four who had been married 65 years or longer. Their photographs can usually be secured without much effort.—Paul Trescott, The Press, Bloomburg, Pa.

Just what is it like "behind the scenes" on radio broadcasting? The intense interest of the public in radio caused John E. Pember of the Boston Herald to investigate. The result: a readable story which among other things showed how some stations have a small audience to test the response to how various features programmed are received, including bedtime stories.—J. M. M.

What percentage of the people securing marriage licenses at the local license bureau in the course of a month or six months are in the twenties? What percentage are in the thirties? What percentage are in the forties? How much, on the average, is the groom older than the bride? In how many instances is the bride older than the groom? This would give a different slant on the local marriage license proposition and so would be of great interest to all the readers of the paper. Frank H. Williams, 1920 Spy Run Ave., Fort Wayne, Ind.

Watch your post office for the large shipments of baby chicks. At this season of the year hundreds of baby chickens are being sent through the mail and a story on the large shipments including the distance they traveled, the number perishing during shipment and other features will prove interesting. A follow up story next fall can be secured on the number of the shipped chickens raised to maturity by the purchaser. Your postal officials and the purchaser will be glad to assist in securing the information. Lewis Hyman, Pharos-Tribune,Logansport, Ind.

They "Speak" for Themselves


Once a Week—3 Columns
HOT DOG
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Mgr.
150 Nassau St. New York

Thomas W. Briggs Company
General Offices
Memphis, Tenn.
We increase your Local Display 10,000 lines Monthly With Our Permanent Weekly Business Review Page
Look us up in Dun or Bradstreet's

THEM DAYS IS GONE FOREVER
By Al Posen
The only comic strip written in rhyme and set to music.
UNITED FEATURE SYNDICATE
NORRIS A. HUSE, *General Manager*
World Building New York

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

The Possibilities of

Future Industrial Expansion in the South

	Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,852,356			
••Attleboro Sun .....(E)	4,805	.0275	.0175
†Boston Sunday Advertiser...(S)	481,029	.70	.70
•Boston Globe .....(M&E)	280,605	.45	.45
•Boston Globe .....(S)	328,511	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
†Boston Transcript .....(E)	38,236	.20	.20
•Fall River Herald.....(E)	14,206	.045	.045
•Fitchburg Sentinel .....(E)	10,739	.05	.035
†Greenfield Recorder .....(E)	3,350	.0175	.0175
•Haverhill Gazette .....(E)	15,916	.055	.04
•Lynn Item .....(E)	16 643	.06	.04
Lynn Telegram News ....(E&S)	16,886	.05	.05
Lowell Courier-Citizen and Evening Leader .....(M&E)	21,348	.06	.06
•New Bedford Standard-Mercury (M&E)	32,349	.08	08
•New Bedford Sunday Standard (S)	26,087	.08	.08
†North Adams Transcript....(E)	9,334	.0375	.03
•Salem News .....(E)	20,546	.09	.07
Taunton Gazette .....(E)	8,268	.04	.03
•Worcester Telegram-Gazette (M&E)	78,052	.24	.21
•Worcester Sunday Telegram.(S)	44,470	.16	.15
MAINE—Population, 768,014			
†Bangor Daily Commercial...(E)	15,080	.05	.04
•Portland Press Herald...(M&S)	27,993	.07	.07
•Portland Express .....(E)	27,639	.10	.07
•Portland Telegram .....(S)	23,059	.10	.07
†Waterville Sentinel .....(M)	5,921	.035	.025
NEW HAMPSHIRE—Population, 443,683			
†Keene Sentinel .....(E)	3,384	.03	.02
RHODE ISLAND—Population, 604,397			
†Newport Daily News.....(E)	6,126	.0336	.03
†Pawtucket Times .....(E)	24,418	.07	.06
†Providence Bulletin .....(E)	61,233	.15	.15
†Providence Journal .....(M)	32,086	.09	.09
†Providence Journal .....(S)	57,436	.14	.14
†Providence Tribune .....(E)	22,318	.10	.09
•Westerly Sun .....(E&S)	4,805	.025	.025
•Woonsocket Call .....(E)	13,306	.04	.04
VERMONT—Population, 352,428			
•Barre Times .....(E)	6,619	.03	.025
†Bennington Banner .....(E)	3,037	.0125	.0125
Burlington Daily News.....(E)	7,183	.04	.04
•Burlington Free Press... ...(M)	11,970	.05	.05
•Rutland Herald .....(M)	10,181	.04	.04
†St. Johnsbury Caledonian-Record (E)	3,573	.0214	.015
CONNECTICUT—Population, 1,380,631			
†Bridgeport Post-Telegram (E&M)	45,201	.14	.14
†Bridgeport Post .....(S)	19,926	.09	.09
Hartford Courant .....(D)	29,780	.08	.07
Hartford Courant .....(S)	48,600	.10	.09
†Hartford Times .....(E)	45,532	.12	.12
•Meriden Record .....(M)	7,160	.045	.025
†Middletown Press .....(E)	7,787	.03	.025
†New Haven Register.....(E&S)	35,514	.10	.09
•New London Day.....(E)	10,725	.06	.045
†Norwich Bulletin .....(M)	11,823	.07	.05
Norwalk Hour .....(E)	5,204	.03	.03
•Stamford Advocate .....(E)	8,508	.0375	.03

•A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

The development of the South has reached a point which insures stability to the national manufacturer and advertiser, yet the known natural resources of the section are so abundant that a much greater development is in prospect.

The Southern States possess 23 per cent of the country's total standing timber. Last year one half of the lumber production of the country came from the South.

About 55 per cent of the nation's oil resources is in Southern States. In 1920 the South produced 254,000,000 barrels of petroleum, more than half of the production of the entire country.

Developed water power in the South last year amounted to 2,249,600 horse power compared with a maximum undeveloped horse power of 8,208,000.

The South mines, with the exception of platinum and borax, every mineral mined in the United States. The South produces all the bauxite, barytes, fullers earth, sulphur and phosphate rock of the entire country.

The situation is unusual.

Right Now the Opportunities Encourage Heavy Newspaper Advertising

The Dominant Position of The Sun and The Globe

THAT many advertisers have recognized that The Sun and The Globe now is unquestionably the dominant evening newspaper among intelligent, responsive and able-to-buy families of New York, is demonstrated by the following facts:

During the two weeks since the consolidation The Sun and The Globe has gained approximately 57,000 lines (190 columns) of advertising over the corresponding period of last year.

On four days during this period, the request for advertising in The Sun and The Globe was so great that all advertisements offered could not be printed. Lack of space compelled the omission of many columns.

It is impossible to tell exactly what the circulation of The Sun and The Globe will be eventually. Advertisers are now receiving a much lower rate per line per thousand than either The Sun or The Globe was able to give before the amalgamation.

The Sun and The Globe

The Cleveland Press-189,397-has the Largest Circulation of any Daily Paper in Ohio

ASHTABULA!

—with a Moral to National Advertisers

*"Take Ashtabula for instance—more than 30% of all its families read the Daily Plain Dealer. * * The Plain Dealer is the daily newspaper to ALL these buying families." (Plain Dealer, Apr. 16.)*

ASHTABULA is a thriving city 60 miles East of Cleveland. There are 5000 homes in Ashtabula, which had 22,082 population in the last U. S. Census. Ashtabula has 442 wholesale and retail dealers—fine department and other stores and an excellent evening newspaper, the "STAR-BEACON." The Audit Bureau of Circulations reported the "Star-Beacon" as having 5214 City, 2016 Suburban and 248 Country circulation—total, 7478, at the last Federal Statement, April 1, 1923.

The "STAR-BEACON" has just concluded a house-to-house survey of Ashtabula homes, to determine for itself and for Ashtabula merchants, the home reading and buying habits of Ashtabula people. Four Ashtabula High-School graduates were employed to secure the facts.

A total of 4155 homes in every part of Ashtabula were visited. 3483 "Star-Beacons" were regularly read in these homes, as against a total of 1729 Cleveland daily papers, which were divided as follows: Daily Plain Dealer, 611; the Press, 562; the News, 556.

Of the 4155 families visited, 3434 definitely stated their buying habits. Of this number 3185 or 93% stated that they did ALL THEIR BUYING IN ASHTABULA. Nor do all of the balance do their shopping in Cleveland. Many go to Erie, Youngstown and Buffalo. Some to Chicago, New York and Pittsburgh, and those who do buy in Cleveland are influenced as much by the 1118 evening papers that they read as they are by the 611 Plain Dealers.

Nor are the interurbans "crowded with Cleveland shoppers." On June 6th, a survey was made of the passengers leaving Ashtabula on the four limited cars coming to Cleveland. Of the 74 people who got on at the station but 20 lived in Ashtabula. The balance were travelling men and Cleveland and other people returning home.

Ashtabula merchants are keen business men and are not content with the business they derive from their own city. As a result they have instituted a widely advertised "Suburban Day" which brings hundreds of people into the city each Wednesday. In addition to bargain prices a total purchase of $30 worth of merchandise gives them the value of a round trip ticket to Ashtabula and $15 a one way ticket, providing they live within 50 miles of Ashtabula.

The Plain Dealer is perfectly right in selecting Ashtabula as a typical Northern Ohio town. There are 45 other daily newspapers in Northern Ohio each of which, on request, undoubtedly would make the same illuminating report of the home vs. Cleveland buying habits of its home town as the "Star-Beacon" has made of Ashtabula.

All of which again proves the obvious:

That the REAL "Cleveland Market" consists of "Greater Cleveland" and the 35-mile Trading Territory tributary thereto, as defined by the Audit Bureau of Circulations. This is the only "market" in which Cleveland newspapers possibly can function for Cleveland merchants or National advertisers.

162,712 of the PRESS total circulation, 189,397 (the largest daily paper circulation in Ohio) is in "The Cleveland Market," which is over 35,000 more than the similar circulation of any other daily newspaper.

As far as CLEVELAND-and-thereabouts is concerned, the PRESS is the leading contact between ANY-class advertising and EVERY-class home and has been such for 45 years.

Ashtabula should worry!

The PRESS is Cleveland's leading HOME-grown newspaper—with 42,886 MORE "Greater Cleveland" circulation than any other daily paper, and 20,649 MORE "Greater Cleveland" circulation than any SUNDAY newspaper. Cleveland Knows Cleveland.

The Press

First in Cleveland

A SCRIPPS-HOWARD NEWSPAPER

National Representatives: ALLIED NEWSPAPERS, Inc.
52 Vanderbilt Ave., New York

Chicago, Cleveland, Cincinnati
St. Louis, Atlanta, San Francisco

The Press has 35,000 more CLEVELAND MARKET Circulation than any other daily paper

Selling is Easy because business is good in

Philadelphia

National advertising is most effective where retail outlets exist in great numbers.

That's what makes Philadelphia so important to the manufacturer who must stimulate retail selling.

In Philadelphia there are

9148 Women's Wear Stores	9208 Men's Wear Stores
2687 Shoe Stores	2496 Cigar and Tobacco Stores
4627 Grocery Stores	1098 Drug Stores
790 Confectionery Stores	710 Hardware & Paint Stores
644 Autos and Accessories	506 Electrical Devices Stores
739 Musical Goods Stores	

According to the last report of the National Retail Dry Goods Association, Philadelphia leads the country with an increase of 34.50 per cent. in sales of Department and Dry Goods stores, over May of last year.

Nearly every Philadelphia store that advertises uses The Bulletin.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

NEW YORK
Dan A. Carroll,
150 Nassau St.

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.
117 Lafayette Boulevard.

SAN FRANCISCO
Verree & Conklin, Inc.
681 Market St.

LONDON
Mortimer Bryans,
125 Pall Mall, S. W. 1

PARIS
Ray A. Washburn
5 rue Lamartine (9)

Copyright, 1923—Bulletin Company.

Total Circulation of This Issue: 7,000

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 56 NEW YORK, SATURDAY, JUNE 30, 1923 No. 5

NEW YORK TIMES A ROMANCE OF MILLIONS

$11,557,380 Officially Estimated Value of Property According to Appraisal of Miller Share, Based on Tangible Assets Only and Not Including Company's Goodwill

By ARTHUR T. ROBB, Jr.

A ROMANCE of business that stands unique in modern journalism was revealed in a brief item of the week's news that told of the New York State Tax Commission's appraisal of the shares of the New York Times Company's stock held by the estate of the late Charles R. Miller, for many years the Times' editor.

Mr. Miller was a large stockholder and president of the New York Times Publishing Company, whose existence immediately preceded the present New York Times Company, organized by Adolph S. Ochs, August 18, 1896. That interest of Mr. Miller, whose value was practically nil when he acquired it, since the paper faced bankruptcy, was increased from time to time until his death, when his estate owned 1,022 shares of the common stock of the New York Times Company, and 4,088 shares of preferred stock which had been issued as a dividend in 1920, four shares for each share of common outstanding. Mr. Miller's estate thus held approximately 10 per cent interest in the present company.

This holding, of little value when most of it came into possession of Mr. Miller, was appraised by the State at $730 per share of common and at par value of 100 per share of preferred, a valuation of $1,130 for each original $100 share, and for the whole interest of Mr. Miller of $1,155,738.

Taking the appraisal at its face value, and without considering any other facts of the case, this would give the New York Times' a present value of $11,557,380, far above any figure that has ever come to the notice of the writer or any of his colleagues on EDITOR AND PUBLISHER staff of an official valuation of a newspaper.

It is an extraordinary valuation in the field of daily newspaper production, yet consideration of other factors warrants the conclusion that it is actually well below the value of the Times as a newspaper property, as it is said to be based on the tangible assets of the New York Times Company, the goodwill, because of the minority interest, not figuring in the valuation.

Readers of EDITOR AND PUBLISHER need not be reminded that newspaper publication is an undertaking of extreme hazard. Walter Lippmann quotes a nameless somebody as "saying quite truly that the newspaper editor has to be re-elected every day." It is a hazardous enterprise for the man whose own capital and reputation is risked on the judgments he must make day and day out over the years of his future. It is doubly dangerous for the stockholder whose interest is so small that it can only by the rarest of chances hold a balance of power. His money is risked equally with that of the controlling owner, but he has not the opportunity the latter enjoys of saying how the investment of all shall be employed, as to the policy of the newspaper.

The history of the Times itself, as written in 1921 by Elmer Davis of its editorial staff, in reference to the Times' assertion of the Republican party in the Blaine-Cleveland campaign of 1884, bears witness to the effects on business of a change in policy.

"The rejection of Blaine did indeed bring losses," wrote Mr. Davis, "which were considerable but not disastrous. And, as an offset to the defections, the paper won many new readers who had previously found its intense Republicanism somewhat unpalatable.

"The income did indeed drop a long way in that year. The net profits of the paper were $188,000 in 1883 and only $56,000 in 1884. But much of this decrease was due to the reduction in price from four cents to two, in the hope of meeting the competition of the two-cent World and Sun, which took effect in September, 1883. And within a few years the Times, despite the loss in circulation income which followed the change to two cents, had recovered most of the lost ground and was nearly as prosperous as it had been in its best years of the past."

The minority stockholder usually learns of such events only when his chance to protect his capital has vanished, and his risks must be held greater than those of the controlling holders; his stock must necessarily carry a lower appraisal value when it has no voice in control. To be sure, the New York Times presents a minimum of this class of hazard, but, as a newspaper conducted by men and women, it cannot be held wholly free, and the appraised value of Mr. Miller's estate should be considered with that in mind.

Further evidence of the property value of this newspaper is afforded by its present dividend rate, which apparently was not a factor in the appraiser's judgment. The Times' common stock paid in 1922 an annual dividend of 18 per cent. The preferred stock, four shares of which were distributed three years ago as a dividend on each share of common, pays 8 per cent, making a total dividend of 50 per cent annually on the original value of the common stock, or $500,000 on $1,000,000. The New York appraisal places the stock on the basis of about 4 per cent on the $11,538,000 valuation.

A few words about the preferred issue may also be illuminating. It was valued at par, $100 per share, despite its 8 per cent annual dividend, because of conditions surrounding its issue. The Times Company reserved the right to take up at par any portion of the issue that was offered for transfer, provided the person or organization purchasing the stock was not satisfactory to the Times Company: The entire issue, or any part of it, can be taken up at any time upon payment of a small premium. These provisions, it is believed, were set up to guard against the contingency of the preferred securities falling into the hands of individuals whose names the Times would not desire to publish in its semi-annual statements to the Post Office as owners of one per cent or more of its securities. And the effect of these limitations is, of course, to hold the value of the preferred stabilized at par.

Another line on the valuation of the property is its annual gross income from subscriptions, sales, and advertising.

"We began on August 18, 1896, with a daily issue of 18,900, over half of which were returned unsold, and, as said before, with a deficit of $1,000 a day," Mr. Ochs stated two years ago, on the 25th anniversary of his ownership. "The gross income for the first year was $561,423, and at the end of the year the deficit was $68,121.67. The second year the deficit was $78,559; but in the third year the balance was $50,252 on the right side and has been increasingly so every year since. The gross income for the period of 25 years has been, in round figures, $100,000,000, every dollar of which, less an average of $125,000 a year withdrawn from the business and distributed as dividends, has been expended in making the Times what it is today. Not one dollar of the $100,000,000 was a gift or a gratuity, but every cent a legitimate newspaper income."

Handsome increments have joined that $100,000,000 since Mr. Ochs wrote in 1921. The gross income for that year has been stated by Times' executives as $15,000,000, and EDITOR AND PUBLISHER has it on good authority that the gross income for 1922 was in excess of $18,000,000. From a circulation of 18,900, over half of which came back as junk, the Times today has a paid daily circulation of about 340,000 and a Sunday circulation close to 550,000 and no returns allowed. Its advertising volume in 1923 passed 23,000,000 lines, or 230,000 full newspaper pages. Its position is unique in the journalism of the world, as a paper which makes its appeal solely on news and its editorial interpretations of that news. That it has paid, and handsomely, is the unmistakable lesson from the valuation of $1,155,738 placed upon a minority holding (a tenth interest) of stock that had been worth less than nothing a quarter century before.

Departing for a moment from the romance of the Times and its builder, recent newspaper developments make timely a comparison of the State's valuation of the Times with that of other newspaper appraisals.

Three months ago, a private appraisal in Massachusetts of the estate of Edward F. Searles, late proprietor of 108 of 144 outstanding shares in the New York Globe, placed the value of that property at $1,000,000. Newspaper men generally considered that this appraisal was made with the inheritance tax uppermost in the minds of the appraisers and that it did not represent a true newspaper valuation. This belief was vindicated when the Globe was sold this month to Frank A. Munsey for a price generally stated at $2,000,000 cash. The Globe's circulation was about 160,000 daily and its profits for the past five years are said to have totalled over $1,000,000.

The New York Herald, Paris Herald and New York Evening Telegram of Bennett, which gave its owner an annual profit of $1,000,000 when Mr. Ochs joined the Times in 1896, were appraised after Mr. Bennett's death for $2,250,000. It was later sold to Mr. Munsey for $4,000,000.

Six years ago, 100 shares, representing the minority interest held by Horace White in the Chicago Tribune, were valued at $225,000 by the New York State tax authorities. Their par value was $100 per share. Valuing the entire stock of the Tribune on that basis, with the reservations noted above, that newspaper in 1917 would have had an appraised valuation of $4,500,000.

Four hundred and seventy shares of

(*Continued on page* 16)

COMING!

DURING the hot summer months our thoughts will undoubtedly wander to the joys of the water-washed beaches of the Atlantic and Pacific and the coolth of our mountain ranges, but we will not be able to forget the every-day problems that make or break such joyful possibilities.

Without a thought of mid-summer heat, EDITOR & PUBLISHER has laid out a program for the next few months that is sure to be of assistance to every man and woman interested in the fundamental affairs of the newspaper world.

In an early issue EDITOR & PUBLISHER will present a complete analysis of the Audit Bureau of Circulations reports on the daily newspapers of the United States and Canada; after that our regular analysis of the lineage of the leading daily newspapers will be published. If you wish to be well posted with the least possible effort to yourself, read

EDITOR & PUBLISHER *Every Week*

GOOD TYPOGRAPHY IN NEWSPAPER MAKING

Selecting a New Head-Letter Dress—What Is a Good Type for Heads?—Is Upper-and-Lower-Case Better Than All Caps?—How the New York Tribune Solved Its Head-Letter Problem

By H. FRANK SMITH

Article VIII

EDITORIAL NOTE—Mr. Smith is a special lecturer in the department of Advertising and Marketing at New York University. Newspaper typography in all its phases will be discussed in this department in the last issue of each month. Complete newspapers, as well as individual items—such as headings, advertisements, editorial pages, features, etc.—will be reviewed, and good and bad examples illustrated and commented upon. Publishers, editors, advertisers and readers are invited and urged to send in specimens and to take full advantage of the author's desire to help them with their type problems and make-up.

ADDRESS INQUIRIES TO H. FRANK SMITH, EDITOR & PUBLISHER, WORLD BUILDING, NEW YORK.

Replies Cannot Be Made By Mail

IN the preceding article (No. 7, page 10, Editor and Publisher, May 26) we discussed some of the most common of the major faults of newspaper make-up, and suggested a simple easily-applied remedy for each case. The suggestions were based on using only type faces which the newspaper had at its disposal in its present equipment; in other words, the refinements and improvements might have been made merely by a better use of type faces and a more careful arrangement of the material on the page—all of which could have been accomplished without spending a nickel for new materials of any kind.

However, publishers contemplating a change in their head-letter dress have asked many times: *"Is upper-and-lower-case better than all-caps, and what is a really good face for newspaper heads?"*

Upper-and-Lower-Case Better for Heads than All-Caps

THE first part of this question is easy to answer and I have no hesitancy in saying that upper-and-lower-case heads are better than all-caps; because the eye is far more accustomed to reading upper-and-lower-case, and we therefore get the heading much quicker than when it is set in the usual skinny all-cap type face generally used for head letter.

The newspaper head is the last refuge of the all-cap line; in fact, the all-cap line has either disappeared entirely or is used very sparingly and with great discretion in all other fields of typography—except the newspaper. Any publisher considering changing his head-letter dress can proceed without any doubt whatever to replace his all-cap titles with a good upper-and-lower-case head; and if he will caution his composing room to use all-cap lines very sparingly in the ads, the typography of his paper will immediately show a marked improvement. Try this sample suggestion and see how easily it works out.

What Is a Good Face for Newspaper Heads?

THIS part of the question is not so easy to answer because it involves a study of the type faces available in machine composition—since very few heads are now set by hand in the modern newspaper composing room. Again, a head-letter should be selected that is available in a sufficient range of sizes to graduate from the minor single-column head to the major double-, or triple-column head, and the italic as well as the roman should also be obtainable if we want to get the maximum flexibility and variety into newspaper heads and the makeup as well.

The Cheltenham family of type faces meets all of the above requirements, and for purely all-round head-letter purposes the Cheltenham Bold, with its italic, is perhaps the best series available. Bodoni and Bodoni Bold are also very good, and since neither face is used exclusively for head-letter (except in one or two instances) any newspaper adopting a Bodoni head-letter dress would instantly stamp itself with an atmosphere of individuality. Caslon Bold and Century Bold make good head-letter faces, although I do not believe these two faces are available in as wide a range of sizes and variety as the Cheltenham and the Bodoni series.

There are many other good faces besides those mentioned above and while they may not be the best for a complete head-letter dress, still these faces (such as Bookman, Scotch Roman, Caslon Old Style, etc.), may be used to very good advantage for special department headings. In fact, it would add to the attractiveness of any newspaper page to use for its special department headings some type faces other than those used on the purely news matter. For instance, Caslon Old Style and its italic might be appropriate for the Woman's Page; Bookman and Scotch Roman with italics for the Book Department; an occasional line of Cloister or Old English for the Church Page, etc.

How The New York Tribune Solved Its Head-Letter Problem

WHEN the New York Tribune decided to change its head-letter dress, a few years ago, some elaborate and very interesting experiments were conducted in an effort to determine the best type faces for head-letter purposes. Stop-watch experiments were even made to ascertain the relative legibility of all-cap heads and upper-and lower-case. The upper-and-lower-case heads won, because the stop-watch tests proved they could be read easier and quicker. The Tribune therefore changed all its heads to upper-and-lower-case (Fig. 1) and probably was the first daily newspaper to make this notable improvement. Some other "progressives" followed the Tribune's lead—or tried to, at least—but only a very few of them made as complete a job of it as did the Tribune (see Fig. 3). One of the easiest ways that I know of to become acquainted with a good head-letter (and how to use it), as well as the principles of effective make-up, is to study the pages of the New York Tribune.

Some Important Things to Do When Considering New Head Letter

IN considering a new head letter the publisher might simplify his problem by carefully considering the following suggestions:

(1) Study your competitor's paper with the idea of selecting a more popular and better series of head-letter faces.

(2) Select a good legible easy-to-read face, and don't let anyone influence you to buy a series of freak faces because they are "new and different."

(3) Be sure the face you select is available in machine composition up to and including 36 point at least, in both roman and italic.

(4) After selecting the faces, and before ordering, consider improving the arrangement of your heads and make-up. Then have a few sample heads set, insert in one of your page forms, get some proofs, and see how they look.

(5) Have your make-up editors improve the make-up so that when your new heads are ready for use, the make-up will also show decided refinement.

Don't Imitate Any Other Newspaper's Style

ONE of the remarkable things about reviewing the many newspapers which reach this department, is the surprisingly large number that try to imitate the make-up of the Hearst papers (Fig. 2)—and they are all very crude imitations, indeed. In the first place, no other newspaper—except, perhaps, a few metropolitan dailies—carries the kind o news and features that would justify a Hearst make-up. Again, it has been said that the scream in the Hearst make up is put there to stimulate newstand and street sales—which is probably true because many of the Hearst papers ar published and circulated in highly competitive territories.

In any event, "there's a reason" fo the style of make-up used by the Hears papers and the chap who can assembl all the varying sizes of type (rangin from 6 point, one-sixth inch, to two an sometimes three or more inches high) cuts, boxes, and other features on th small area of a newspaper front page, i the time that it has to be done, and ge something reasonably decent-looking ou of it all—the chap who can do this cer tainly is a genius.

Getting back to the copy-cats. W find little papers in small cities ar larger papers in larger cities mimicin this style of make-up (Gothic "screaner!" and all) without any excuse wha ever. The news doesn't justify it, ar since they have no competitor in the immediate field it follows that they ca not possibly be waging a war for stre circulation. The "me-too" fellows pro ably reason that since the Hearst pape have a tremendous circulation, it will comparatively easy to build a big circul tion for any paper that follows the sar style of make-up. They are merely ho lering "Wolf!" when there isn't any wo and while they may be fooling themselv they are not kidding their patrons, for does not take the reader long to "g wise" to the scare head faked up title a stickful of ordinary news—a he doesn't fall for it more than two three times.

Create Your Own Style of Typograp and Make-up

EVERY newspaper ought to create style of typography all its own, flecting in a sense the spirit of the c munity it serves and the class of read it is edited for. After the style is crea it should be modified or varied in way or another with each edition or iss The same monontonous make-up sho not be followed day in and day out, many papers do. Change the front-p make-up like the live merchant chan his window—get a flash of original something new and compelling, in new make-up. If the story merits chuck a streamer across the top; an big one!

The make-up problem is not so d cult, if someone will only think serio about it; study its possibilities and it in advance. If someone will do he will not only revitalize reader inter but he will get a whole lot of fun ou it (and, maybe, a raise); besides wa up his "esteemed contemporary," w always gives one a real thrill of gen satisfaction.

FIG. 1—THE MAKE-UP OF THE NEW YORK TRIBUNE

reflects the spirit of the "new day" in newspaper typography. Note all heads are set in upper-and-lower case. The type is Bodoni Bold and Bodoni Bold Italic.

Have You a Problem in Typography or Make-up?

PUBLISHERS may have the benefit of Mr. Smith's suggestions by merely sending to EDITOR & PUBLISHER a copy of their paper—or better still, write Mr. Smith direct about any problem of typography or make-up that might be bothering you. The suggestions will be made promptly and frankly—and in a spirit of helpfulness. What's on your mind now—typographically?

Address Letter and Papers (in one package) to

H. FRANK SMITH, EDITOR & PUBLISHER, WORLD BUILDING, NEW YORK CITY

Comment and Criticism

A Review of Newspapers With the Idea of Making Friendly and Helpful Suggestions to Improve Typography and Make-up

By H. FRANK SMITH

Times, Brockton, Mass.—The typography and makeup of The Times needs immediate attention. Too many bold cap lines used in heads and ads; too many foolish panels; make-up too solid; many borders too heavy; reset your Social Activities head, and replace the smudge you are using over Guest with something that can be read. The whole paper needs refining. Why let a paper like The Times get so ratty looking—typographically?

R. P. Brown, Mail, Anderson, S. C.—There are very few suggestions that I can make to improve the typography and makeup of your pages. Whoever is looking after these details now knows how to take care of them effectively. I like to see a story following a streamer read into the right-hand columns (6 and 7) instead of the left-hand columns (1 and 2) as you made up your issues of May 10 and May 18. The typography of the ads and the makeup of all the inside pages is very good. Seems to me your classified is worth an attractive double-column head, and it would improve the pages if you replace some of the worn standing heads, folios, running heads and cut-off rules with new slugs.

Daily World, Wenatchee, Wash.—The first thing to do is to call the foreman of the composing room and instruct him to kill instanter that 18-point solid rule border you used around the church ad and Wells & Wade ad. Your first page, in fact, all your pages, are made up too solid—open up heads and get some space around your dashes. Leave out all cut-off rules at top and bottom of boxed items. Think a bold faced head on your editorials would look better than present light-face head. Reset your masthead. Open item alongside flag with two point leads, and start it with an initial. Get a new cut for "Just Folks" head—the one you are using is all worn out. Your running heads are battered, too, and so is the rule under them. Your "North Central Washington" head should be reset and a new plate made. Most of your Classified heads need resetting. Have the foreman go over the paper and he will see a lot of items that are worn out and that should be reset. Someone ought to do this every once in a while, before your standing matter gets so worn out.

Hiram Impson, Record, Madill, Okla.—Nothing serious to criticize about the Record. Front page of the issue you sent us is full of pep and good to look at. Would suggest that when you put a display line above the title on the first page that you set this line (like University of Oklahoma Glee Club Friday Night at School 8) in full measure to get a streamer effect. If it is worth putting in such a prominent position it is worth putting a little noise in it—instead of setting such a dinky line as your issue of April 12 carried. Place your ads on the outside of your odd pages, and make up in pyramid style. The double-truck prize ad was composed attractively, and is a good piece of machine composition. Can't you replace some of that brutal gothic you use in your ads with something more attractive? Try.

R. J. Baker, Herald, Mt. Vernon, Ill.—For a small-city daily the Herald stacks up very well—so far as typography and makeup is concerned. Some of your standing heads are a little freakish—your "All Around the Town" and "Events Socially," for instance. Why not set real live-looking newspaper heads to take the place of the "fuss and frills" affairs you are now using. Your "Today" head is weak—typographically—too; and you should use the same style head for the runover matter as you use on the first page. Your ads could be grouped better—follow the pyramid style, instead of breaking into the middle of the page like you do on the editorial.

William Nelson Taft, Retail Ledger, Philadelphia, Pa.—Your makeup is fine—so far as placing material on pages is concerned—but the typography is not so good. Commenting particularly on pages 1 and 6 (editorial) I would say that you use too many panels and too much italic on both pages. Use the italic sparingly—only for special features—and your pages will look better, read easier, and be more attractive. Consider these suggestions for page 1: Work up a panel for each side of the title; increase size of heads in single column panels top second and seventh columns; leave the panels off all heads for illustrations, and use only a single-rule cut-off to separate from reading matter; in the "Morning Mail" and "Can You Tell Us" columns do not set so much in italic—one or two introductory paragraphs, or a quotation or two, is more than enough. In the first two columns of the editorial page the type is too small, is leaded too much and the column is too wide. A 17-em column would be better, set in 8-point type. Your masthead is too big and bold. Use light face type a size smaller, instead of the larger size bold italic. Your pages look too fussy at present, typographically—too much panel work, rules, italic, initials, etc. Plan to leave some of these useless gewgaws out instead of scheming to get so many of them in, and your pages will immediately clarify themselves. You cannot successfully reflect the spirit of modern times with a typographic style that is long since passe—neither do you want to. While retaining your present style of makeup, you could very profitably consider a new dress for your head-letter (an upper-and-lower-case head), using one family of type faces throughout, with related decorative material in the form of dashes, rules, initials, etc., and all of which would key better with and greatly strengthen your splendid news and editorial features.

Ypsilantian-Press, Ypsilanti, Mich.—Your typography is badly in need of improvement and refinement. The composing room should pay more attention to the layout and composition of the ads. Ads could be grouped better. Think the effect of your Thrift ads was minimized by the careless manner in which these ads were composed. Take a few moments to go over the typographic details of the Press and you will quickly note all the items that need immediate attention—then send a marked copy to the composing room, and ask the foreman to help clean up the pages.

Six Good Upper-and-Lower-Case Head-Letter Faces

250 Americans Leave for Home Land on Noordam

First Ship Out Since January Carries 343 Women and Children

Rotterdam, via London, May 27.—The Holland-America Line steamer Noordam

Cheltenham Roman and Italic

Grain Exchanges of Country Act to End Speculation

Fix Wheat Price—Prevent All Buying on Gamble—To Extend Embargo.

Chicago, May 15.—Action which, it is said, will end speculation in the grain

18 and 12 pt. Cheltenham Bold

Disbrow Again Enters Racing

Dirt Track Champion Gets Consent of His Bride to Defend Speed Title

Louis Disbrow, king of the dirt track drivers, is to re-enter the racing game.

24 and 12 pt. Bodoni

West Awakened By Liberty Loan

Houston, Tex., May 27.—Sweeping through the Middle West, South, South-

18 pt. Bodoni Bold

Disbrow Will Race Again

Dirt Track Champion Gets Consent of His Fair Bride to Defend Title

Louis Disbrow, king of the dirt track drivers, is to re-enter the racing game.

Cheltenham Old Style

Disbrow Back in Big Racing Game

Dirt Track Champion to Get Bride's Consent to Again Defend His Title.

Louis Disbrow, king of the dirt track drivers, is to re-enter the racing game.

Chelt. Bold Cond. and Chelt. Wide.

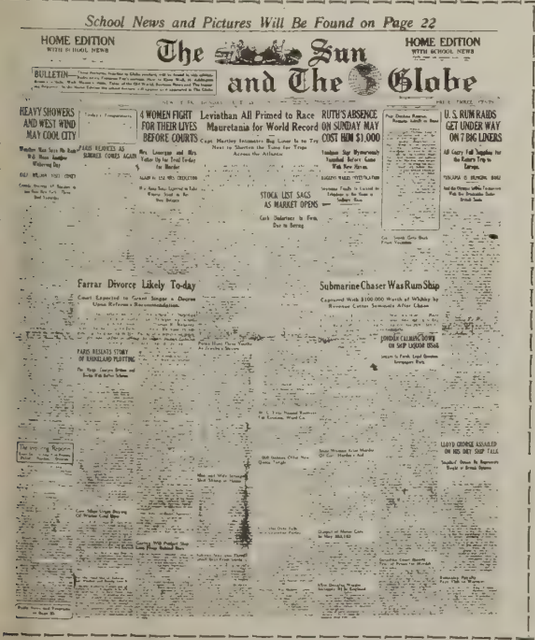


Fig. 4—Versatility of Cheltenham Bold for All 'Round Head Letter

Fig. 2—The Most-Imitated Make-up in the Newspaper World.

Fig. 3—Cheltenham Light Face in Upper-and-Lower Case Heads.

ITINERARY OF NEW YORK STATE TOUR OF EDITORIAL ASSOCIATION

Everything Is All Set for Start of Western Division from Chicago July 9 to the Last Day of the Outing in Metropolis, July 26—Hotel Arrangements, Etc.

EVERYTHING IS ALL SET for the National Editorial Association's tour of New York State July 9-26. The Western division will leave Chicago on a New York Central special train at 5 P. M., Sunday, July 8, arriving in Buffalo July 9 at 7:25 A. M.

Buses will be at the train to convey party to the new Hotel Statler. Light baggage can be carried, but all baggage in baggage car will be conveyed to hotel. Those who do not go on special train and who arrive Sunday or Monday should mention that they are with the National Editorial party. Special rates of $4 for single and $6 for double have been granted the party. These rates include bath.

At 10 o'clock buses will leave the Hotel Statler for East Aurora where the party will be the guests of Elbert Hubbard II. After a visit to the Roycroft Shops lunch will be served at 1 o'clock at $1.25 each.

The return trip for Buffalo must be made at 3 o'clock so as to get back to Buffalo in time to enjoy a sightseeing trip around the city. Party will return to hotel at 6 o'clock and be ready for the banquet at 7 o'clock to be given by the Buffalo publishers.

Arrangements have been perfected for a special rate of 75 cents a night for car storage in either of the garages operated by Swan Garage, Inc.

TUESDAY, JULY 10

Party will leave at 8 A. M. sharp for Niagara Falls and Gorge route trip in buses returning to Hotel Statler at 1 o'clock for lunch. Before leaving in morning baggage should all be packed and ready for transportation to the New York Central station as party will leave at 2:30 daylight saving on a special train for Rochester.

This change has been necessary for the Canada Steamship Company could not furnish a boat large enough to take all of the party. At Rochester party will be met by buses and taken on a sightseeing trip around the city. After the trip the party will be brought to the hotel for dinner by the Chamber of Comcerce, then to theatre until time to board boat for Alexandria Bay. By this arrangement all who cannot be accommodated on the special boat can be taken care of on the regular boat which comes over from Toronto. The leaving time is 9:45 standard.

WEDNESDAY, JULY 11

Boats will reach Alexandria Bay at 7:30 A. M. Party will go direct to the Thousand Island House, our headquarters, for breakfast. The following program has been suggested for our stay at Alexandria Bay:

After breakfast the first morning a visit to the grounds of the Thousand Island Estates, including the Boldt Castle on Country Club. This will give opportunity Heart Island, and the Thousand Islands for golf to those who desire it. These places are across the river from Alexandria Bay, and the boat fare for the round trip will be 50 cents.

In the afternoon, at 2:30, party will be taken on a two hours' trip among the islands, which will be by courtesy of the Thousand Island House and the Maxine Line of Observation Boats.

The evening there will be the illumination trip on the river, which is something unique to the Thousand Islands, and which all will thoroughly enjoy.

The next day meetings of the association. For those who will not attend the meetings there are trips at 9:30 A. M. and 2:30 P. M. covering a different part of the river than was shown on the complimentary trip. For the above trips, and also for the illumination trip a special price of $1 per person has been secured for the party.

In the evening a ball will be given in honor of the N. E. A. in the parlors of the Thousand Island House.

FRIDAY, JULY 13

Leave by boat for Clayton to take special train to Malone. Train will leave Clayton at 10:30 reaching Malone at 3 P. M. A box luncheon at 60 cents per person will be furnished by the Thousand Island House. Purity ice cream will be served on the train through the courtesy of the Purity Ice Cream Co. At Malone the program is in charge of Editor Charles M. Redfield. Mr. Redfield will be at Alexandria Bay to make arangements with party for accommodations at Malone and will be on special train. Malone plans to entertain the party handsomely, including a theatre party, parties at the clubs, etc.

SATURDAY, JULY 14

Malone people will take party in automobiles around town and then drive them to Saranac Lake. This is one of the prettiest drives in the Adirondacks. Luncheon at Saranac will be through the courtesy of the Chamber of Commerce. After lunch the good folks of Saranac Lake will take party for auto ride and deliver them to Lake Placid. Headquarters at Lake Placid will be at the Lake Placid Club, the finest club in the Adirondacks. It accommodates 1,300. Dr. Dewey has agreed to save 250 reservations for the N. E. A. party. Dr. Dewey has placed boats and golf links at disposal of party.

SUNDAY, JULY 15

At Lake Placid Club.

MONDAY, JULY 16

Leave Lake Placid in automobiles at 8:30 for Ausable Chasm, a beautiful ride of 40 miles. Arriving at Ausable Chasm, the party will be taken in relays through this wonderful work of nature and after the visit lunch will be enjoyed at Ausable Chasm Inn. Party will leave Ausable Chasm by auto for Port Kent, where it will take sepcial train on the Delaware and Hudson Railroad for Saratoga Springs, arriving there at 7:15 daylight saving time. Headquarters at Saratoga will be at the Grand Union Hotel.

TUESDAY, JULY 17

Party will leave for trip on Lake George. It will go by D. & H. train to Lake George and take boat from there. The fare for the round trip, including boat ride, is $2.40. This is a special price as the fare one way is $1.80. Dinner will be served on boat at $1.50.

WEDNESDAY, JULY 18, AND THURSDAY, JULY 19

These two days will be given over to the convention. The ladies of the party will be entertained at an afternoon tea given by Mrs. John W. Walbridge, editor of the Saratogian. There will be other entertainment which will be announced later. Saratoga is one of the beauty spots of New York State.

FRIDAY, JULY 20

Leave on special train on D. and H. Railroad for Albany where the Dayline boat will be taken for Newburgh. At Newburgh party will disembark and will be taken by automobiles, through the courtesy of the Newburgh Daily News, over the Storm King Highway, the most beautiful highway in America, to West Point. At West Point special exercises will be held for the N. E. A. The party will then take the late Day boat at 5:30 for New York. The sail down through the Highlands and later the Tappan Zee, especially at twilight, is one of the most beautiful in the world. Arriving at 42nd street pier party will disembark and go to the Pennsylvania Hotel, where headquarters will be maintained. The same special rates apply here as at the Hotel Statler in Buffalo and will be good as long as the members care to stay in New York. A representative from the hotel will be at Saratoga to book party and save delay upon arrival at hotel. Members who have made arrangements for other hotels should go by taxi. It is suggested that all take taxis to the hotels, even to the Pennsylvania. When there are four in the car the rate is very cheap, about 10 or 15 cents a passenger, depending upon distance. The baggage will be found at hotel upon arrival.

The New York City trip will be taken care of by a committee including Clyde Oswald, the American Printer; James W. Brown, publisher of EDITOR & PUBLISHER, and Wallace Odell, Tarrytown News.

A special book on the New York entertainment will be issued by Mr. Oswald.

In general the program is:

July 21—Visit Jersey, have lunch on the George Washington and end with celebration at Palisades Park.

Sunday, July 22—Day of rest. Party can visit churches and it should take advantage of the opportunity to attend services at one of the big churches. In the afternoon it is suggested they take a ride on Fifth avenue buses (10 cents). Also visit Natural Museum of Art. This is free on Sundays and should not be missed.

Monday, July 23—Visit City Hall, welcome by Mayor Hylan. Lunch downtown, visit Stock Exchange, Aquarium, etc. Evening, Stadium City College. Special concert.

Tuesday, July 24—Visit East side, Mergenthaler plant in Brooklyn. Guests Mergenthaler Co. at lunch. Afternoon taken to Coney Island. Guests Brooklyn publishers at dinner.

Wednesday, July 25—By boat to Navy Yard. Lunch as guests of Intertype Co. Trip around harbor, visit to Governor's Island and Ellis Island. Evening to New York theatres. 11:30—Visit Tribune's new plant and see it in operation.

Thursday, July 26—By bus to beautiful Westchester County, visiting Washington Irving's country, Sleepy Hollow, John D. Rockefeller's estate, Grasslands Hospital, Kensico Dam, White Plains, birthplace of State; Mt. Vernon Daily Argus office, one of the finest newspaper offices in the state; trip through Pelhams, New Rochelle, to Rye, to Westchester-Biltmore, new $7,000,000 hotel, for banquet in evening. Speakers, Irvin S. Cobb and Judge Arthur S. Tompkins, Grand Master of Masons of New York State. Return to Pennsylvania Hotel, New York.

LAUNDRY

Special arrangements have been made with the Thompson Laundry at Saratoga to take care of any laundry party desires to have done. See about this first night you reach Saratoga and laundry will be ready before party leaves on Friday Morning.

HOW TO ADDRESS MAIL

July 9—Care Hotel Statler, Buffalo.

July 11—Care Thousand Island House, Alexandria Bay, N. Y.

July 13—Care C. M. Redfield, Malone, N. Y.

July 15—Care Lake Placid Club, Lake Placid, N. Y.

July 16 to 19—Care Grand Union Hotel, Saratoga.

July 20 to 26—Care Pennsylvania Hotel New York City.

AS TO BAGGAGE

A special charge of $5 was made for baggage. This is an outside figure and the management hopes to have a refund when the trip is over. In a trip like this, however, it is necessary to have trucks carry the baggage over the mountains and there will be special services at all stopping places and in New York.

In order to easily identify baggage when it is assembled in one place, special labels for each State represented will be furnished. These should be pasted on the back of tags furnished for each piece of baggage. In this way each state can be kept separate and it will make it easier to find one's baggage.

Efforts will also be made to assign rooms at the various hotels. Unless otherwise notified the party will be kept together in states.

CLOTHING

Summer clothing should be worn. Heavier wraps will be needed evenings in mountains.

SPECIAL

A representative of the Day Line will be at Saratoga to tag all baggage and see that it is delivered to hotel in New York. The baggage will go direct to New York on the first boat. The party will arrive on the late boat.

AS TO HOTELS AND COST

Buffalo—Hotel Statler, $4 single; $6 double, including bath, rooms only.

Alexandria Bay—Thousand Island House, $6 a day, including meals.

Malone—Lodging and two meals: Flannagan House, $5.00; Frankin, $3.75; Smith House, $3.00.

Lake Placid—Club Rooms, $1 to $10 a day. Add $2 if two in a room, plus 20 per cent. Meals, $6 a day.

Saratoga—Grand Union Hotel, $6 a day with meals. With bath, $7.

New York—Hotel Pennsylvania, $4 single; $6 double, including bath, rooms only.

CANADA PULP EXPORT UP

May Figures Show Big Increase in Outgoing Newsprint

A special report issued by the Canada Pulp and Paper Association states that the exports of newsprint for the month of May amounted to 98,901 tons, compared with 78,378 tons in the previous month. This is the highest figure yet recorded with the exception of March, when the total exports were 113,450 tons.

Of the May exports, 98,531 tons were sent to the United States and only 370 tons to other countries, New Zealand taking 343 tons of this amount.

Spier Launches Ad Service

Franklin Spier, for the past five years manager of sales promotion, publicity and advertising for Alfred A. Knopf, has entered the general advertising field with offices in the Knickerbocker Building, New York. A special service to publishers and booksellers will include copywriting and layout work, publicity, and art and typographical service.

N. E. A. WILL DISCUSS POSTAL RATES

Postmaster General New to Address Convention—Ex-Governor Mayes of Texas to Speak on Individualism in Journalism

The 28th annual meeting of the National Editorial Association will be known as the "Better Newspaper Convention." The first session will be held July 12 at Alexander Bay, N. Y., in the convention hall of the Thousand Island House. After officers' reports, ex-Gov. Will H. Mayes of Texas, now head of the Texas School of Journalism, will speak on "Individualism in Journalism."

On Wednesday, July 18, the sessions will be at the Grand Union Hotel, Saratoga Springs. Lieut. Gov. George R. Lunn will welcome the convention to the Empire State. Following an address by Postmaster General Harry S. News, there will be a discussion of "Second Class Postal Rates." Reports will be presented by George E. Hosmer of Fort Myers, Fla., chairman of the legislative committee, and Frank O. Edgecombe, chairman of the committee on by-law revision.

"Advertising and Advertising Service" will be the main topic in the afternoon, with a discussion led by A. C. Pearson, Dry Goods Economist, New York; Wright A. Patterson, editor-in-chief Western Newspaper Union, Chicago, and Arthur Bonnet, of Bonnet-Brown Co., Chicago. The program will be closed by Herman Roe, president of Country Newspapers, Inc., Northfield, Minn., chairman of the N. E. A. advertising committee.

Thursday morning, July 19, the speakers will be Prof. M. V. Atwood, Cornell University, and Jay W. Shaw, field secretary New York State Press Association. H. U. Bailey of Princeton, Ill., will lead in the discussion of these addresses.

SHOPPING NEWS SUSPENDS

Oakland Merchants Decide Newspaper Ads Are Best After All

The Oakland (Cal.) Shopping News, put out by 15 merchants, will suspend publication July 2 after 10 months' existence. At a recent meeting of the principals a majority voted against its continuance.

C. G. Monroe, acting president of Taft & Pennoyer and chairman of the Shopping News executive committee, said: "While some of those interested stated that they got good results, still a majority vote caused the decision to suspend. In all fairness I wish to state that no medium of advertising can take the place of the daily newspaper."

H. C. Capwell, head of the H. C. Capwell Co. department store, said: "I wish to state that all advertising done in a dignified way is good advertising, but there isn't any method comparable with newspaper advertising for satisfactory results."

Publisher Pays Record Rental

What is said to be the highest rental for inside frontage in any city of the country with a population around 85,000 will be paid in South Bend, Ind., following consummation of a lease to Abraham M. Liebling, publisher of the Jewish Daily Press of Chicago. He closed a deal for property at 225-227 South Michigan street, in the Indiana city, at an average annual rental of $19,040, which on a 5 per cent basis, is equivalent to $380,800 or at the rate of $9,067 a front and $54.95 a square foot.

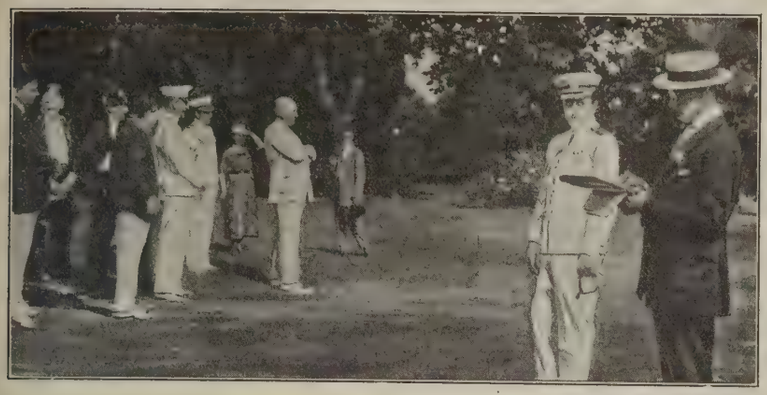
Clinton (Ia.) Advertiser Sold

The Clinton (Iowa) Advertiser has been purchased by G. L. Higgins and A. C. Root of Clinton. Mr. Higgins has taken active charge of the newspaper.

New Oregon Bi-Weekly

Grand Ronde, Ore., is to have a bi-weekly newspaper called the News.

THEY ARE ALL IN THE DAY'S NEWS



Our genial President poses. For the first time in the history of America, a President of the United States has consented to pose for a newspaper sketch artist. Here we have him in the White House garden shortly before leaving on a swing "around the circle." In the foreground is the artist, Manuel Rosenberg, of the Scripps-Howard newspapers, carefully watched by a naval aide.

Tops her daddy—believe him. C. A. Pierce, publisher of the Waltham (Mass.) Evening News, has a right (left) to be proud.

They have all been presidents—of the Missouri Press Association. Below we have them gathered at the University of Missouri for journalism week. They are, left to right, (Upper row) J. R. Lowell, Moberly Democrat; Dwight H. Brown, (present president) Poplar Bluff American; R. M. White, Mexico Ledger; W. O. L. Jewett, Shelbina Democrat; E. W. Stephens, Columbia; Dean Walter Williams, Columbia; Ovid Bell, Fulton Gazette; (Lower row) E. L. Purcell, Illmo Jimplicute; William R. Painter, Carrollton Democrat; H. F. Childers, Troy Free-Press; C. M. Harrison, Gallatin North Missourian; Omar D. Gray, Sturgeon Leader; Wm. Southern, Jr., Independence Examiner; L. Mitchell White, Mexico Ledger; (Seated) Col. J. West Goodwin, Bazoo, Sedalia, Mo. The two children are the grandchildren of E. W. Stephens, who entertained the past-presidents at dinner at his home in Columbia during journalism week.

Looking for things in Europe. Ralph Peguillan of the Kadel & Herbert Pictorial News Service, is now touring Europe in the interest of his firm. He is accompanied by Mrs. Peguillan.

Very serious. Ring Lardner (left) humorist, looks upon vacation as a very serious business.

On the big party. Henry L. Stoddard of the New York Evening Mail (left) and Paul Block of the special advertising agency of that name and many newspapers, were among Mr. Lasker's guests on the trial run of the Leviathan.

MINNEAPOLIS TRIBUNE BUYS NEWS READERS

Goodwill of Perry Lloyd-Jones Paper Also Acquired at Reported Price of $68,000—200 Employes Dismissed

(*By Telegraph to* EDITOR & PUBLISHER)

MINNEAPOLIS, June 27.—The Minneapolis Tribune, the city's oldest newspaper, today assumed the circulation responsibilities of the Minneapolis News which published its last edition.

The transaction is regarded as favoring the Republican party, as with the News abolished the Democrats in Minnesota cannot expect support from any other Minneapolis dailies. Though the political policy of the News has always been independent, adherents of Democratic party have considered it as leaning their way. The News supported Cox for President in 1920, and Anna Dickie Olesen for United States Senator in 1922. In local politics the News has been patently independent.

Announcement of the transaction was made today by F. H. Murphy, publisher of the Tribune, and Richard Lloyd Jones of the Perry Lloyd-Jones newspapers, who purchased the News last December and began its operation Feb. 1, 1923.

"One of the outstanding features of recent newspaper history is to let one serve where two have served before," was the lead of the statements of both publishers which detailed the following points of the deal:

Only circulation and goodwill of the News is transferred, and all paid-in-advance subscribers will receive the Evening Tribune until date of expiration. The Tribune will utilize the news stereotype and press equipment for a month or more while new Tribune presses are being installed and will supply the additional circulation numbering 60,852 from the News plant, making every effort to employ the 200 carriers of the News in delivery of the increased circulation, half of which, however, is estimated to be in the country.

Three-column Page One boxes announced the deal in both papers, and the News carried four full-page Tribune service announcements. While the Tribune will use some News equipment temporarily, it is said that none of the News equipment will otherwise be used for newspaper purposes in Minneapolis again. No announcement was made of the disposition of the office and composing room equipment, but it is believed considerable will be shipped to other Perry Lloyd-Jones papers. Two hundred employes were dismissed on eight hours' notice. Some members of the editorial staff expected to be retained for other Perry Lloyd-Jones papers. I. J. Hornstein, business manager and a partner in the enterprise, will remain here with a small force to handle miscellaneous matters and straighten out accounts.

The News was established in 1903 by the late L. V. Ashbaugh of St. Paul, head of the Cloverleaf newspapers, with publications in St. Paul, Minneapolis and Omaha, and at one time, three other smaller places. It began losing advertising prestige in 1920 when promoters of the Minnesota Daily Star, Farmer-Labor organ, began selling stock. By the end of 1922 it had lost virtually all large advertisers. At this time the Perry Lloyd-Jones people made the purchase. It was rumored they expected to lose $25,000 a month for eight months, but advertising continued to fall off and they are said to have lost approximately $200,000 in the five months of ownership.

Much of the News circulation was obtained through various circulation contests from time to time, in which all kinds of prizes were given.

The transaction puts an end to many rumors in the past five months that William Randolph Hearst was behind the purchase by Messrs. Perry and Lloyd-Jones, and that recently Mr. Hearst was trying to purchase the paper. This latter rumor was strengthened by visits of Arthur Brisbane. The News carried United Press, United News and NEA service.

The price reported to have been paid by the Tribune for the circulation and goodwill is $68,000. The mechanical equipment retained by the News is declared to be the best in the Northwest, and is valued at a quarter million by Mr. Jones.

The general equipment of the Minneapolis News will be turned over for two months to the Tribune, John H. Perry said in New York Thursday. At the expiration of that time some of the machinery will be taken over by the Clover Leaf newspapers, while some will be used by the Tulsa World. Some of the employes of the News will go over to the Tribune and some others will take positions with the Perry, Lloyd-Jones papers throughout the country.

GOLF MIGHTIER THAN PENCIL

Philadelphia Association Has 80 Members, 12 Who Shoot 80

The Philadelphia Newspaper Golf Association is rapidly coming to the front. Organized in 1922 it boasts a membership of one hundred, some of whom wield powerful mashies. There are at least 12 members who shoot in the eighties and a flock who can smash one hundred with regularity. Last year 32 qualified for the Jules E. Mastbaum cup which was eventually won by Odell Hauser, former political editor of the Public Ledger. Hauser was eliminated this year in the first round of match play.

The second round of match play this year took place over the links of the Springhaven Country Club at Wallingford, Pa. Those who have won their way to the third round are: Bill Sykes, cartoonist for the evening edition of the Public Ledger; Frank Richter, night city editor of the Public Ledger; Tom Daly, Philadelphia Record; George O'Brien, formerly of the North American but now appraiser of the port; Charles A. Halpen, assistant sports editor Evening Public Ledger; Emmerson Hassrick, Evening Public Ledger; Marshal Bainbridge and William E. Kofoed.

NEW ENGLAND TYPOS ELECT

Ask Eight-Hour Day for State Printers Restored in Massachusetts

(*By Telegraph to* EDITOR & PUBLISHER)

PITTSFIELD, Mass., June 26.—The New England Typographical Union at its annual convention here today elected Fred A. Spead of Lowell, president, and John F. Murphy of Providence, secretary-treasurer. John B. McGownan of New Haven was elected first vice-president, Henry La Burr of Concord, N. H., second vice-president, and Carl Verill of Portland, Me., third vice-president. The next annual convention will be held in Concord. It was voted to present a bill to the Massachusetts Legislature to make permanent the law passed in 1912 providing for equal working conditions for men and women in the printing industry and restoring the Saturday half-holiday and eight-hour day for printers engaged in State Work. That law, which was passed for a 10-year period, ceased to become operative last year.

Change in Oregon Interests

A. L. Bostwick, formerly on the staff of the Albany (Ore.) Evening Herald, has bought from G. W. Loomis a half interest in the Lebanon (Ore.) Criterion. The Brownsvile (Ore.) Times has been purchased by the new partners, who have placed W. K. Brownlow in editorial charge.

Paper Notes 73rd Birthday

The Salt Lake City Deseret News celebrated its 73d anniversary by a big program. The paper was started three years after the coming of the Mormon Pioneers and for some years it was the only newspaper in the mountain country and more than a thousand miles from the nearest point of civilization.

CANADA SENATE KILLS BAN ON RACE NEWS

Puts Bars Up, However, Against Admission of Racing Form; Lid Clamped on Football Guessing Contests

The Canadian Senate has thrown out the proposal to ban publication in Canadian papers of racing selections and other similar information, but decided to put the bars up against admission of the Racing Form, which is not now allowed to come in through the mails, but enters via the express route. In the opinion of the special committee appointed to deal with the proposed amendments to the Criminal Code, existing legislation is sufficiently strong to prohibit publication of information likely to benefit bookmakers and pool-rooms.

Two newspaper men presented contrary views to the committee. Harry Anderson, sports editor of the Toronto Globe supported the proposed legislation, while E. J. Young, of the Windsor (Ont.) Border Cities Star, opposed further prohibitive measures. Francis Nelson, former newspaper man and now steward of the Canadian Racing Association, wrote stating that the legislation was prompted by "the cash register, not the urge to public morals."

The committee decided to put the lid on football guessing contests. These have had some vogue recently among western Canadian weeklies, which have adopted certain of Horatio Bottomley's famous methods of obtaining circulation for John Bull.

In Nova Scotia and New Brunswick efforts are being made to exclude copies of Montreal weeklies containing baseball pools from those provinces.

S. D. DAILIES MAY UNITE

Reaction Favorable to Proposal for State Association

Steps are being taken to form a State association of publishers of daily papers in South Dakota. The outlook is favorable, judging from responses to the suggestion which emanated from the South Dakota State College at Brookings. The publishers of weeklies have had a strong organization for years past and the daily press association if formed would of course function in harmony therewith.

Expressing his approval of the idea, Charles H. J. Mitchell, of the Sioux Falls Press, writes: "Over in Iowa the daily newspaper publishers have a one-day session just prior to the opening of the general association; and the writer, speaking from experience, bears witness that they are getting much out of it and enjoy it."

AD CLUB HOMELESS

Subway Blasting Damages Rooms in Hotel in Rochester

Blasting operations in the bed of the old Erie Canal at Rochester, which is being transformed into a rapid transit subway, so impaired a section of the rear wall of Hotel Rochester that the Rochester Ad Club, which had its quarters in the damaged section, is without a home for the time being. The Ad Club was ordered to vacate its rooms until repairs could be made following an inspection by Department of Public Safety officials.

The edict interfered to some extent with the closing programs of the convention of New York State Daily Newspaper Advertising Managers' Association, held in the Ad Club rooms. The Club will take temporary rooms in the Hotel Seneca.

Hot Weather Note

The New Orleans Times-Picayune will publish its fall fashion number Oct. 31.

VANDERBILT TO ISSUE DAILY IN LOS ANGELES

CORNELIUS VANDERBILT, Jr., announces that he will soon begin publication in Los Angeles of a new morning publication, the Illustrated Daily News. He has issued a prospectus asking Los Angeles people to subscribe for the paper and to help underwrite it.

The prospectus states that mechanical equipment has been assembled, and a staff employed.

An unusual feature is that Mr. Vanderbilt promises that the readers of the paper will have a voice in the establishing of the policy and in the naming of the board of directors.

WINS FIGHT WITH BOARD

Bathurst (N. B.) Northern Light Defeats Compensation Body

The Bathurst Company, controlling the Bathurst Northern Light, won an important victory in New Brunswick Supreme Court June 20, when a verdict against the Workman's Compensation Board of New Brunswick was returned.

The Workman's Compensation Board had levied $31,000 on the company for 1922 and the same amount for 1923. The company refused to pay the levies and the board took the matter to court to force collection. Two judgments were obtained against the company but on appeal the company won. Action by the company was based on extravagancies of the board and staff, unfairness of the system in forcing the employers to bear the financial burden in connection with the workings of the Workman's Compensation Law, and exemption of the company because of a company system of compensation for injuries and death.

Writers to Run Bases Tomorrow

The relative merits of bachelor and benedict writers will be determined in a baseball game at the Polo Grounds tomorrow afternoon, Sunday, July 1, when two teams of the New York Newspaper Club will clash. Governor Smith and Maj. Gen. Robert Lee Bullard of Governor's Island have been invited to take part in the event, which will be umpired by Assemblyman F. Trubee Davison, Commissioner Grover A. Whalen and Julius Miller, President of the Borough of Manhattan. The game is scheduled to begin at 2:30. The affair will be enlivened by Keith's boys band of 300. No admission fee will be charged.

D. C. Deadline Club Elects

Bernard McDonnell of the Washington Post was elected president of the Deadline Club, an organization of reporters on Washington newspapers. Other officers chosen at the annual meeting were: James E. Chinn, Washington Star, vice-president; W. J. Voss, Washington Post, vice-president; Edward Folliard, Washington Herald, vice-president; James Ring, Washington Times, secretary, and James N. Doyle, Washington Herald, sergeant-at-arms.

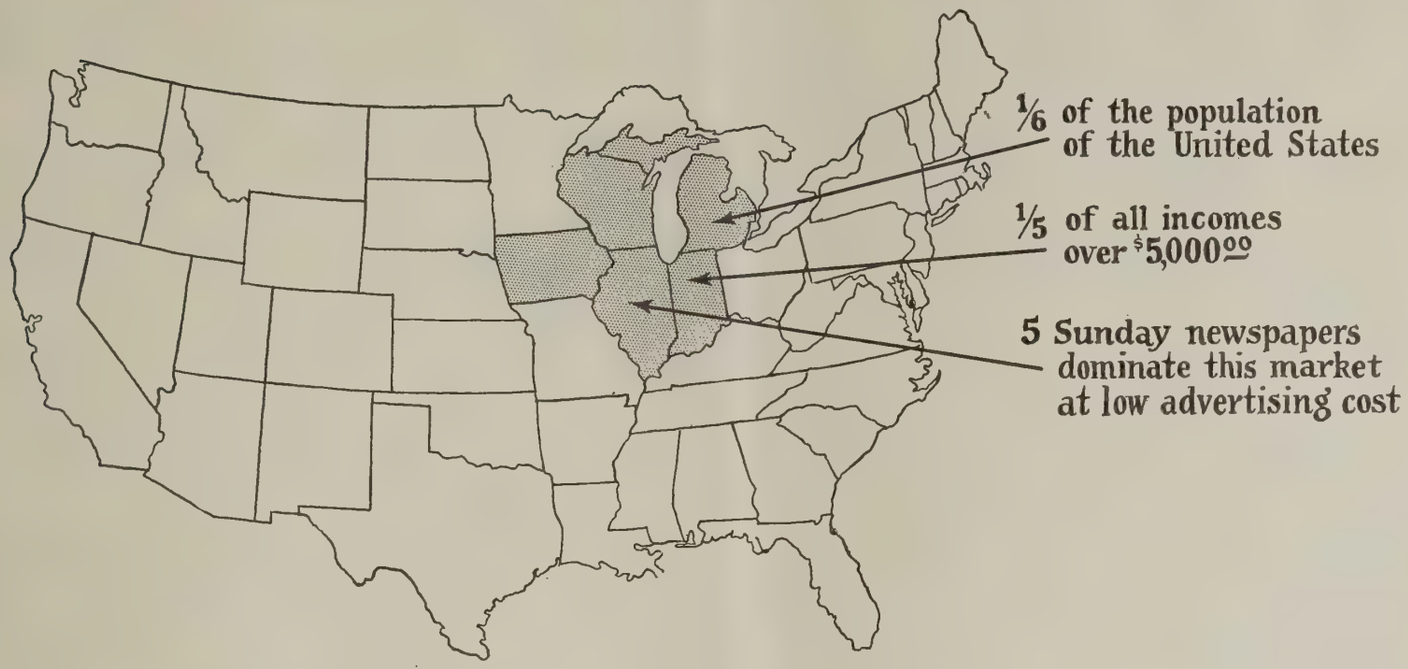
Houston Chronicle Outing

Two hundred and four employes of the Houston Chronicle enjoyed an outing at Sylvan Beach, a summer resort 28 miles away, on the night of June 13. The jelly bean dance prize was awarded to Mrs. Belle Costello and E. C. White, while Miss Ellen D. MacDorquodale and Judd Lewis tripped off with the old-time waltz honors. The Chronicle entertainment committee consisted of C. B. Gillespie, Paul Cohen, Arthur Johnson, Charlie Fox, Lee Mims and E. C. White.

New Press for Longview, Wash.

A new Cox Duplex press has been ordered for the Longview (Wash.) Daily News. It will be installed about Aug. 15.

A Market Worth Winning



And How To Win It

WHEN a St. Louis advertising agency wrote to a Chicago Tribune advertiser for information as to the success of recent advertising the following was the reply:

March 14, 1923.

Mr. H. Gardner,
Gardner-Glen Buck Co.,
St. Louis, Mo.
Dear Sir:

We have thoroughly convinced ourselves that the use of The Chicago Tribune, for the advertising of Brunswick Phonographs and Records, has accomplished desired results.

In the years 1921 and 1922 we have used large campaigns in this publication, confining ourselves to nothing less than 1600-line copy, most of them being full pages. The Chicago Tribune covers practically what is known as our "Chicago Territory." Our Chicago Territory consists of States of Wisconsin, Michigan, Northern Indiana, Northern Illinois and Eastern Iowa. The population of this territory is 17% of the entire country, while our sales in this district run approximately 30% of our entire volume.

Inasmuch as this territory was the only one in which we carried on an extensive newspaper campaign, and that, entirely through The Chicago Tribune, we have every reason to believe that this medium has helped considerably to produce the very satisfactory results obtained.

We trust, that should you use The Tribune, as we have, that your results will be as gratifying.

Yours very truly,
(Signed) P. L. Deutsch,
The Brunswick-Balke-Collender Co.

Amazing sales records await the manufacturer who concentrates adequate effort on The Chicago Territory—Illinois, Indiana, Iowa, Michigan and Wisconsin.

If the people of these five states were to burn up half their automobiles they would still have far more than all the nations of Europe.

Of all the incomes of more than $5,000 reported for taxation in the year 1920—one-fifth were in these five states.

Surely this market is worthy of special intensive sales and advertising effort—particularly since there exists such efficient machinery to do the work. Consider, for instance that The Chicago Sunday Tribune alone reaches one-fifth of the total number of families in the five states. Supplementary pressure is economically applied by adding the other great Sunday newspapers in this zone. The following tabulation shows how economical it is to use The Sunday Tribune plus the leading Sunday newspaper in each of the adjoining states:

	Circulation	Per Agate Line
Chicago Sunday Tribune	884,706	$1.15
Detroit News, Des Moines Register, Indianapolis Star, Milwaukee Journal	593,694	1.07
Total	1,478,400	$2.22

How many periodicals have a circulation as great as this in the entire United States? What are their rates? Can your thin spread national advertising be effectively merchandised to dealers? Will it produce tangible response from consumers?

Answer these questions and you may convince yourself that every day you delay using The Chicago Tribune and other great Sunday newspapers to develop sales in The Chicago Territory is a day of lost opportunity. Read the BOOK of FACTS (free on request) and ask a Tribune man to call.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 *Fifth Avenue* NEW YORK — *Tribune Building* CHICAGO — *Haas Building* LOS ANGELES

EXCHANGE OF EDITORS URGED ON PAPERS

North Carolina Press Association Hears Plea for Loaning of Staff Men to Find Out About Rival Cities

Extension of the exchange professorship system to take in the staffs of newspapers was advocated by Santford Martin at the meeting of the North Carolina Press Association in its 51st annual convention at Blowing Rock, N. C., June 20-23. Mr. Martin is editor and general manager of Winston-Salem Journal. As the head of one of the most important newspapers in the State, his suggestion carried much weight with the assembled editors and was widely discussed.

The theme of Mr. Martin's talk was "Inter-City Spirit." He read letters from many representative business men urging State co-operation on the part of the newspapers. One of these men wrote: "Let us stop boosting our own communities and cities and boost the State as a whole. In doing this we will overcome the rivalry that now exists between the different cities."

Mr. Martin argued that the papers should take a hint from the road builders. He said that the good roads recently built in the various States are bringing communities and people closer together and that it is the duty of the editors "to work on a good roads basis" and to put an end to the policy of defining too closely the boundary lines between cities.

"The Winston-Salem Journal is willing to exchange city editors for a day or a week if necessary with its neighbor, the Charlotte Observer," said Mr. Martin. "Under such an arrangement the city editor of the Journal would be instructed to go to Charlotte, make his headquarters at the office of the Observer, and learn all he could about the second largest city in North Carolina. He would be instructed to rake the city with a fine-tooth comb, if necessary, and to find, if possible, something that Charlotte is doing better than Winston-Salem is doing it. If, peradventure, he should discover such a thing, he would be instructed to take copious notes thereon and to come back home and write a news story, or a series of stories if necessary, for publication in the Journal, giving the people of Winston-Salem helpful information on the best things to be found in Charlotte. And the city editor of the Charlotte Observer would be instructed to do the same thing in Winston-Salem.

"I venture to predict that if such an exchange were made the most widely read news stories in the Observer and the Journal would be the stories written by their respective city editors giving their impressions of the good points of the two largest cities in North Carolina. And I can think of nothing else these two papers could possibly do that would better promote good understanding and mutual respect and admiration among the people who inhabit Winston-Salem and Charlotte. My suggestion is, of course, that all the newspapers in a State should do what I have here outlined for the Charlotte and Winston-Salem papers.

"Newspapers should fight against narrow provincialism. Every newspaper should consider itself not merely a citizen of a town or county, but a citizen of the State. There is a temptation for city dwellers to become so absorbed with the affairs of their own municipalities, and so puffed up with pride over the growth and progress of their particular communities, that they forget that they are living in a place far bigger and greater, and that that place is their own State. More and more the leading business men of our cities are coming to consider themselves as builders of not merely a city but of a State at large. They are thinking in terms of State progress as they have never thought before. They are no longer jealous of, but are proud of, the progress of their neighbors, because they know that the progress of their neighbors means also the progress of their State. Our business men and captains of industry and finance are becoming State-minded."

In one of the letters quoted by Mr. Martin, the suggestion was made that each paper should print a column on "What Other Cities Are Doing." The method outlined was that each editor should furnish all other editors, through a central clearing house, with data about his own city, and that all papers should print this material at one time. The suggestion included a series, to appear periodically, covering new construction and improvements, and another series including points of interest to tourists, to stimulate auto-touring and extended acquaintanceship with the various sections of the State.

At the annual election of officers for the Association, John B. Sherrill of Concord was re-elected president, over his vigorous protest. When his protests proved unavailing, and he was declared elected, Mr. Sherrill immediately resigned. The vacancy was filled by the election of Charles A. Webb, vice-president, who is treasurer of the Asheville Daily Citizen.

Mr. Webb is one of the best known lawyers in North Carolina. During the Administrations of President Wilson he was United States Marshal for the western district of the State. His introduction to the newspaper field came in 1915, with his purchase of the Asheville Gazette-News, the name of which he changed to the Asheville Times. Disposing of this property later, he joined with George Stephens in the purchase of the Citizen.

Other officers elected were: first vice-president, A. C. Hunnicutt, Albemarle; second vice-president, H. Galt Braxton, Kinston; third vice-president, Mrs. T. J. Lassiter, Smithfield; secretary and treasurer, Miss Beatrice Cobb, Morganton; historian, M. L. Shipman, Raleigh; orator, J. L. Horne, Jr., Rocky Mount; Poet, J. P. Rawley, High Point; executive committee, Santford Martin, Winston-Salem; Fred H. May, Lenoir; R. E. Prince, Rutherfordton; J. P. Hurley, Salisbury, and H. B. Varner, Lexington.

A loving-cup for the best weekly newspaper was awarded to the Pilot, published at Vass, N. C.

UTILITIES LIKE AD POLICY

Public Coming to Understand Problems, Iowa Convention Is Told

From the least and possibly the worst advertised of the leading industries of the country, the public utilities are becoming one of the best advertised, Joe Carmichael, director of the Iowa Committee on Public Utility Information, told electric light and electric railway men of the State at their joint convention at Mason City, June 28.

"The electric light, electric railway and gas companies of Iowa did twice as much newspaper advertising in the first five and a half months of this year as they did all of last year," he said.

"This means they have quadrupled their advertising in 18 months. And the results are beginning to show.

"This aggressive policy of going directly to the public with their troubles, explaining them, demanding recognition, and appealing to their sense of fairness has dealt the agitators a swat.

Texas Weekly Now Semi-Weekly

The Scurry County Times, established in Snyder, Tex., one month ago by Ben Smith as a weekly newspaper, has been changed to a semi-weekly.

CANADA PULP EMBARGO UP IN PARLIAMENT

Proposal to Give Government the Power to Prohibit Exports Meets Much Opposition at Ottawa

The Canadian Parliament is being asked to adopt a proposal that the Governor-General be given power to prohibit the exportation of pulpwood from Canada, if deemed advisable. By the process of adding this commodity to those now listed under the export act, power will be obtained to clap on an export duty or other prohibitive measure without notice.

The proposal results from a strong campaign, but it has considerable opposition, on the ground that retaliatory measures may be taken by the United States, particularly with regard to coal.

The provinces of Quebec and Ontario have already prohibited the export of pulpwood from crown lands, but pulpwood from privately owned areas can be exported.

New Brunswick Weekly Bows

Stevens & Company has started a weekly in Grand Falls, N. B., to be known as the Weekly Observer.

Purchase and Consolidation

Charles W. Barton, owner of the Casper (Wyo.) Tribune, has bought the Sheridan (Wyo.) Post and the Enterprise, and will consolidate them into the Post-Enterprise.

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago
620-621 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

CINCINNATI—

Where Capital Works and Labor Invests

Unlike most large cities, Cincinnati has few idle men and fewer idle dollars. Her capitalists are actively engaged in the operation of plants that produce more than six hundred million dollars' worth of diversified manufactures every year. Her wage-earners, more than 100,000 strong, 85% native born, 93% white and 28% owning the homes they live in, are steadily employed, living well, spending liberally and investing intelligently of their surplus.

In such a community sensational journalism and the appeal to class prejudice get little encouragement. Employers and employees are equally sane; their interests are the same; they read the same paper, the Times-Star, six days out of every week, and they base their expenditures and investments on the information they cull from its columns.

This explains why, for fifteen consecutive years, local and national advertisers have placed more display advertising in the Times-Star than in any other Cincinnati paper; why more than 150 national advertisers use it exclusively in its field; why local department and clothing stores use it as the backbone of their publicity, to reach both the "classes" and the "masses" —for in Cincinnati they are one and the same audience.

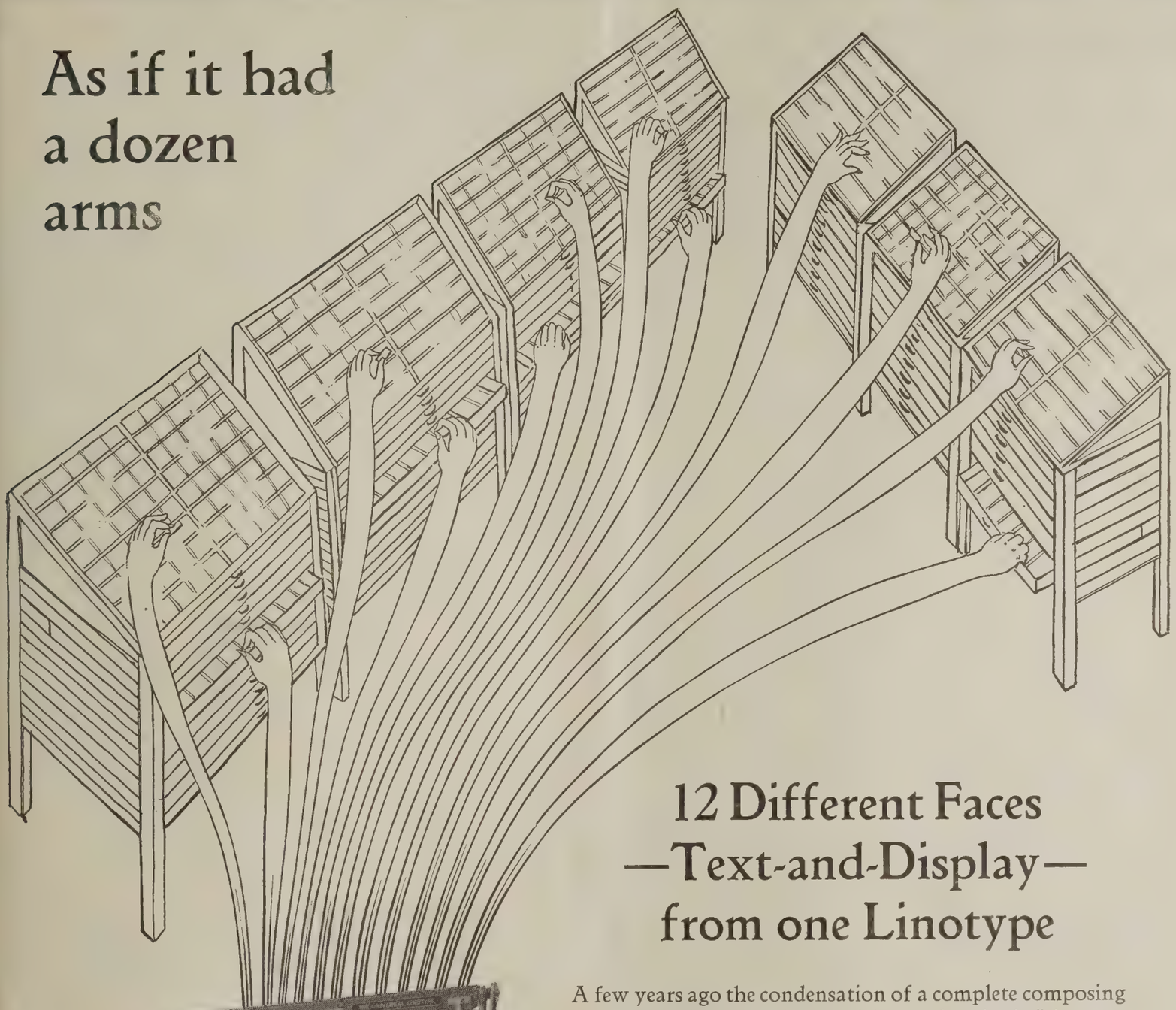
Detailed statement of comparative circulation figures and display lineage, with market information applicable to your proposition, furnished on request.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

As if it had a dozen arms



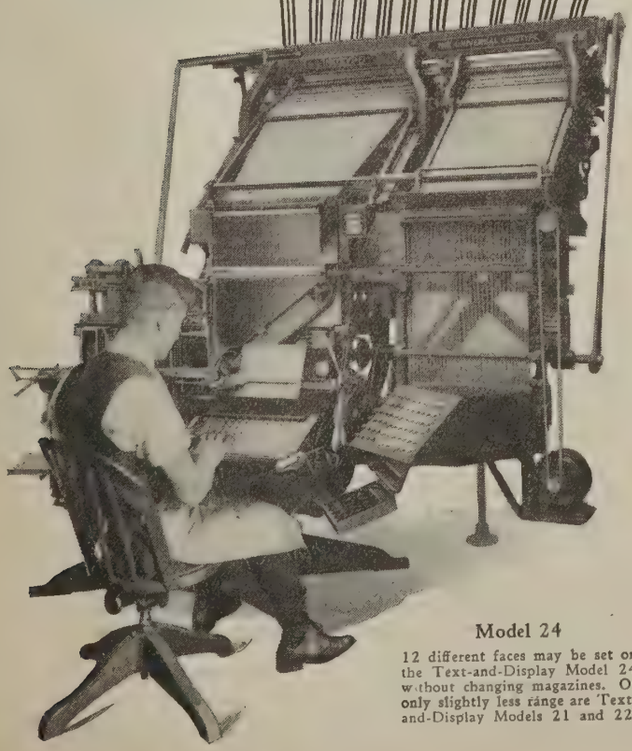
12 Different Faces —Text-and-Display— from one Linotype

A few years ago the condensation of a complete composing room into the magazines and keys of a single Linotype would have been thought impossible.

Today, however, the operator of a Text-and-Display Linotype gets any face he wants within an almost unlimited range, from small text to full 36 point display, merely by touching a key.

The space of many typecases may be saved by the use of Text-and-Display Linotypes, as well as thousands of footsteps and hours of composition and distribution time.

Nearly two hundred newspapers, after trying display composition on the Linotype, have learned that hand setting of display is as unnecessary and archaic as hand setting of straight matter.



Model 24

12 different faces may be set on the Text-and-Display Model 24 without changing magazines. Of only slightly less range are Text-and-Display Models 21 and 22.

Mergenthaler Linotype Company

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Composed entirely on the Text-and-Display LINOTYPE *in the Benedictine Series*

HIGH TIME TO SCRAP SCARE HEADLINES, DECLARES JASON ROGERS

Preponderance of Business Office Influence Blamed for Unattractive Make-Up of Many American Papers—Smaller Heads Would Save Paper and Space for News

By JASON ROGERS

FROM A PLATFORM of broadest proportions and with a purpose of rendering the newspaper industry as a whole the best constructive service that is in my power and experience to render, I will from week to week present for consideration and discussion many topics of interest to newspaper workers in connection with newspaper production and operation.

While in the past I have perhaps been more outspoken regarding many controversial points than most working newspaper publishers, I have always ventured beyond the life-lines, as it were, for the good of the craft, for a more definite appreciation of newspaper advertising and for closer and more effective co-operation between publishers.

From the outside looking in, our newspapers are handled with wonderful efficiency. Yet a glimpse behind the scenes in many newspaper offices during investigations and study of the business forces an admission that we are not half as effective as we seem to be. I say this without any intention of acknowledging greater ineffectiveness than is indulged in by other lines of business.

If we all put forth greater effort to improving our newspapers both regarding appearance and contents, I am sure that we would find it easier to gain and hold circulation without resort to forcing methods which must seem childish to business men and the better element in our communities. Each day's newspaper stands forever as an open book and final proof of our ability.

To pick up and analyze a group of newspapers published in many widely separated cities for a given day provides convincing evidence of the prevalence of the notion that all that is demanded is to produce a background of body type to fill in between the advertising. With rare exception do we find a newspaper which looks as if it were painstakingly and carefully put together by a real newspaperman.

If there were any serious reasons for such uniform lack of intelligent effort on the part of many so-called newspapers we might desire to excuse crimes of omission and commission, but there are none. Nearly every newspaper can buy at trifling cost a variety and quality of interesting filling matter for use when news happens to be slack to round out a creditable publication.

Instead of doing this, however, they as a rule exercise no more taste or skill in the use of the material than would be expected from a 10-year-old boy. Our newspapers clearly show why the development of great editors as in past generations is seemingly a lost art. We have more wonderful and varied material to call upon, but apparently we lack men with a purpose of excelling in its presentation.

Perhaps it is that most of our newspapers today of necessity are more largely conducted from the business office than formerly that there is this obvious decadence, and perhaps the editors of today feel that it is useless to try to make a good-looking product when the business office has the right to ruin the makeup of any and all pages by ordering disfiguring advertising top of page.

Advertising which used to be considered a sort of by-product is today an essential to successful newspaper production. Many of us have foolishly permitted ourselves to grow soft regarding our view of the advertiser in relation to the rights of the reader and the decencies of the profession of journalism. That there is no necessity for such weakness is abundantly proven in many notable cases.

If the advertiser finds that he cannot buy positions which make the production of decent looking newspapers a possibility he will accept what the newspaper tells him is the best it will do for him. Almost any newspaper is more important to any advertiser than any advertiser is to any newspaper. The newspaper loses only trifling profit compared with the possible loss in trade to the advertiser.

Look at any issue of the New York Times or Chicago Daily News and it will be found that notwithstanding the publication of enormous volume of advertising the reader is always given first consideration in the presentation of news and features. In answer to the statement that these are great and powerful newspapers which can do such things, my answer is that they always have, and have grown greater because they did so.

The Chicago Daily News has never sold position to any advertiser in 47 years of successful existence. It has maintained a policy of giving every advertiser the best show it could consistent with its purpose of primary service to the reader. In the absence of insistence of such a purpose, a newspaper can never become so productive of results.

In the case of the New York Times under Mr. Ochs, there has always been a purpose to print all important news regardless of pressure on space by advertisers. In case of doubt, advertising is crowded out to make room for news and regular special news departments. Advertising is never permitted to disfigure the newspaper. The results attained prove that such a policy is not only safe but sound.

I hold that any editor of real skill, possessed of a willingness to work, given a freedom regarding makeup, should be able to get out an attractive looking newspaper which will win greater success through its excellence than by a forcing effort, trying to foist an inferior product on a discriminating public.

Our editor in order to produce satisfactory results must in a way be an artist. He must have desire to produce a well-rounded picture, as it were, presenting the news of the day lightened and tempered with such other matter as in his judgment will be most interesting and informative to his public. By years of such effort we will produce a new breed of editors who will excel those of former times by reason of their greater possibilities and improved mechanical facilities.

A study of the routine first pages of our newspapers shows a purpose to manufacture a desired number of scareheads regardless of news values or the news justification of the day. It is a parade of superlatives, a forced effort to manufacture human interest, which is easily grasped by intelligent people and our newspapers made ridiculous in quarters where it is important they be respected.

The modern school of newspaper men will resist any attempted reform tending to restore our newspapers to pre-war standards. They have grown to an entirely false view regarding the importance of headlines in the making of a product that will sell. The few copies sold to the unthinking by reason of circus type are not worth the effort from any standpoint.

Inspired by overzeal on the part of those whom we employ to distribute our newspapers, our editors are induced to slap on black ink and big type to play up news items really worth no more than passing mention, and to make decent people look upon our newspapers as only a narrow shade better than the yellows.

Very frequently our newspapers permit such habitual use of heavy black type that in case some really big thing does occur there is no possible way for playing it up beyond the way they treat some everyday happening such as a fire, a runaway horse, an abduction, or other routine daily story. We have shot our deadliest and heaviest shells, nothing remaining to throw at the reader except the office safe.

Again let us look into the methods of some of the greatest circulation successes that have been attained without resort to insane and indecent black headlines. The New York Times, the Philadelphia Bulletin, the Kansas City Star and many others which could be named leave the use of poster-type heads to opposition newspapers which have not yet arrived.

During the World War there was justification for using the strongest heads that could be built up, both for the purpose of arousing our people to that de-

WHAT PROBLEMS HAVE YOU?

WRITE to Jason Rogers, in care of EDITOR & PUBLISHER. He will be glad to help you solve the particular problem that is worrying you today.

Mr. Rogers, formerly publisher of the New York Globe, is now writing a series of articles of which this is the first, for EDITOR & PUBLISHER. He will also be glad to answer questions on any phase of newspaper making. Another article will appear next week.

In St. Louis

The Grocer's Wife

plays a part in advertising

Before the wife of a St. Louis grocer goes shopping she looks for the big merchants' advertisements in her evening newspaper—where she knows they are published.

That is one of the reasons why the grocer, handling products appealing to women, prefers to have the advertising of those products appear in the evening papers.

There are many more reasons why an advertiser should concentrate his campaign in the principal evening papers—through coverage at minimum cost, for instance.

THE ST. LOUIS STAR

don't say "Paper" Trade-Mark —say "STAR" Registered

National Advertising Representatives

STORY, BROOKS & FINLEY

New York Chicago Philadelphia St. Louis Los Angeles San Francisco

CLARENCE

by CRAWFORD YOUNG

The Lincoln, Illinois, Courier is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

gree of interest that was necessary to win, and because we were dealing with news of transcending importance in which we were all concerned. The sky was the limit in the most vital struggle that had ever been indulged in by mankind.

The real worth-while newspaper successes of the country once the war was over quickly grasped the necessities of the hour and gradually tamed down their headlines to pre-war standards. The change permitted the publication of more news on the first and other news pages and results in a material saving of high priced print paper, besides giving wider possibilities for correct news presentation.

The older I grow in newspaper experience the more convinced I am that the more unsuccessful a newspaper is the more inclined it seems to needlessly waste space for disfiguring headlines, boxed features, and other make-believe devices for proclaiming its leadership and its departments as the "best."

If our more successful worth while newspapers do not waste space and effort in scareheads in order to secure commanding circulations, it is obvious that the also-ran newspapers are foolish to do so. If sane treatment is the emblem of success, how much more desirable it is for the tailenders to ape it rather than the antics of the cheap and nasty yellow press which prostitutes our calling?

While much I have had to say applies especially to newspapers in our larger cities—places with over 100,000 inhabitants—it has important bearing right through to the dailies in towns hardly able to support such a publication. No matter how insignificant a publication, if it is conducted by men who know how, it should be well printed, well made up and interesting.

The thing that strikes me with much force regarding small city dailies is their mistaken notion that maximum success must be made through the exclusion of practically all but local news. They thus give widest possible opportunity for some nearby metropolitan newspaper to come in to fill the needs of the better class of wide-awake folks who want to know what is going on in the world.

Until the small city daily finds a way to cover in very condensed form a full news report, it is going to play second-fiddle to some big city daily which will reach in and get foreign advertising which belongs to the little fellow. If the business men of Podunk are wide awake, they will want to watch the big markets in New York, Chicago and other places. If the local paper does not print a brief summary, the business man must of necessity buy an outside paper.

Likewise if the leading women in the city are educated to look for real fashion news in the magazines and big city newspapers, very naturally they will trade with stores in the big city and not at home. Our newspapers have it in their power to educate women that they can buy standard advertised goods cheaper in Podunk than in the distant big city.

In the circumstances it is most foolish for our smaller newspapers to fill out their pages with cheap mat services which print miserably when they can use the space to their own great business advantage. It is not enough to urge the reader to "buy in Podunk," but we should educate them to the fact that they can save money by doing so.

There is absolutely no reason why the smaller newspapers of the country should not organize various non-profit-making services which would enable them to cover every phase of news and feature interest. The stuff could be brought together in condensed form and mailed or looped to them at purely nominal cost. So long as they are satisfied to ride along as father did, they will never come into their own.

I am afraid that I have made this, my opening article of a new series, more of a scold than I had intended, but in order to establish background it is just as well to have our cards face up on the table, so that all may see that the implements are all there as fair for one as for the other.

To consider the newspaper business free from the comebacks which are bound to arise in the case of one in the fighting ranks is a new joy to me. I don't expect everyone to fall in with my views, but shall go on expressing them in the hope that an occasional seed may strike soil and bring forth fruit.

New Special Edition Stunt

The Billings (Mont.) Gazette pulled something new during the recent Shrine ceremonial there. A special eight-page section was so printed and folded that it could be transformed into a tiny 32-page page with a front page makeup, red ink stream line, interesting news, plenty of ads, with color too, and everything that goes to make up a regular paper.

Verdict for Criminal Libel

Carl C. Magee, editor and publisher of the Las Vegas (N. M) State Tribune, was found guilty of criminal libel against Chief Justice Frank W. Parker of the Supreme Court of New Mexico, by a jury June 21. Judge R. H. Hanna, chief council for the defense, asked for reasonable time to prepare a motion for a new trial, which was granted. Magee, meantime, is permitted to enjoy freedom under bond. District Attorney Luis E. Armijo filed a contempt proceedings against Magee, based on articles which appeared in his paper during the trial of the libel cases. The hearing on this charge was set for July 10.

Hutchinson Gazette Moves

The Hutchinson (Kan.) Daily News, W. J. Morgan publisher, will move to new stone building Aug. 1.

Circulation Structure

Ask the Publisher who has taken my service.

F. E. Murphy, Publisher of

THE MINNEAPOLIS TRIBUNE

Minneapolis, Minn.

knows and will tell.

Clifford Newdall

A.S.A.A. (London, Eng.) C.P.A. (Indiana)

ACCOUNTANT & AUDITOR

33 WEST 42ND STREET

NEW YORK CITY

Income Tax System Auditing

Color Press for Sale at Your Own Price

Goss 3 1/2 Deck Single Width Straightline Design Equally Suited for Black and White Use

THIS press has seven complete pairs of cylinders, ten fountains and inking arrangements, complete with compensating rollers and oil fountains. Has high-speed type folder in first-class condition, with regular slitters, etc., and special jump slitter for running full size pages and tabloid size collect, thereby saving hand fill, make-ready and half the number of plates without reducing colors.

Can take three rolls of paper from 33 to 36 inches wide and can print as high as 24 pages in two sections in black with one color on outside or a four-page comic section with four colors on outside and three on the inside pages.

Press uses electrotype plates one-quarter inch thick, but can be changed easily to use 7-16 inch stereo plates by removing steel jackets from plate cylinders. Also has a set and a half of roller stocks and a full set of velvet oil rollers as well as roller racks and hardwood boxes with hinged tops for shipping rollers. Wrenches, extra knife-blocks, etc., etc.

It is equipped with 20 h. p. two-motor chain drive, 220-volt D. C. with Kohler control board and push button system, also has complete lighting equipment.

Used only a few years by The Detroit News in its new plant and is simply being replaced by a press of greater capacity. It has satisfactorily printed on an average of 250,000 supplements and colored comics regularly each week.

There's a Reason for This Unusual Offer

Here It Is—Take Advantage of It!

THE DETROIT NEWS is making extensive alterations to accommodate another battery of triple octuple presses, due to the rapid expansion of its business. This color press is occupying a space which must now be made available for new equipment. The lowest price which has been heretofore quoted on this press is $15,000.00 as it stands in our press room, including drive control and lighting equipment—an absolute bargain at that price—but it did not sell.

We now ask you to make the price. Can you use such a press at any price? If so, make an offer today. Think of it!

A black and white press with color deck—straight black and white or full four color work—anything you want and you make the price. Just what you can pay in cash f. o. b. our plant.

It must either be sold, stored or junked immediately, and it would be a crime to store or junk this splendid piece of machinery which has produced the finest four color work for The Detroit News up to 250,000 copies a week.

Although as good as new, it has been replaced by a press of double its capacity to meet the rapidly expanding circulation growth of The Sunday News.

This opportunity can only remain open until July 10, as by that time the schedule for delivery of new equipment will require the space.

Write or Wire Today, Business Manager

The Detroit News

NEW YORK TIMES A ROMANCE OF MILLIONS

(Continued from page 5)

700 outstanding in the Portland Oregonian, held by the late Henry L. Pittock, were valued after his death at $3,762 per share, giving the Oregonian an appraised valuation in 1919 of $1,768,140.

An accounting of the estate of Joseph Pulitzer in 1915 fixed the value of a share of New York World stock at $654.73, while that of the St. Louis Post-Dispatch was then appraised at $292.15.

Upon that basis, the New York World would have had a 1915 valuation of $3,267,081.27, and that of the Post-Dispatch would have been $2,677,262.60.

The London Times, appraised shortly after Lord Northcliffe's death at about $3,500,000, was sold to the Walter interests late last year for approximately twice that sum, the sellers being able to dictate practically their own terms.

Among transactions of an earlier era is included that in which John Wanamaker came into possession of William Singerly's Philadelphia Record in 1902, for $3,200,000, then considered an extraordinary price for a newspaper in the hands of a receiver. When Mr. Ochs sold the Philadelphia Public Ledger to Cyrus H. K. Curtis in 1912, the consideration was $2,000,000, according to the recent biography of Mr. Curtis by Edward W. Bok, his son-in-law.

And, to get back to the New York Times, its name and good will were sold for $1,000,000 cash by the estate of George Jones just 30 years ago to the New York Times Publishing Company, made up largely, as Mr. Ochs told the National Editorial Association seven years ago, "of a number of very well known men, actuated by the highest motives to preserve the Times as an independent Democratic newspaper."

As Mr. Ochs revealed the story in his address to the editors, which, with his statement of two years ago, gives the history of early financing on the Times with a frankness that is at least unusual in newspaper circles, the new owners found the panic of 1893 and insufficient capital too great a burden and the company came to grief in 1896.

"It was then I became acquainted with the situation and was encouraged to grapple the problem that many well known and experienced publishers declined to tackle. Perhaps it was a case in which fools rush in where angels fear to tread. Part of the simile is true, for I certainly had no angel with me.

"I organized a company under a new charter," Mr. Ochs tells the story, "—the present New York Times Company—with 10,000 shares capital stock (par value $100) and $500,000 five per cent bonds; took up the million dollars of stock of the old company by giving in exchange 2,000 shares of the new company; paid the debts of the old company dollar for dollar with $300,000 of the five per cent bonds; and with some difficulty the remaining $200,000 of bonds I sold at par for cash by giving to every purchaser of a $1,000 bond fifteen shares of stock as a bonus. I subscribed for $75,000 of the bonds and received 1,125 shares of stock as a bonus, and—as was stipulated in the articles of the organization plan—I received 3,876 shares of the capital stock as compensation when three years after its organization the company was placed on a paying basis. The value placed upon the shares shortly after I assumed the management was indicated by a sale of some of them at 10 cents on the dollar."

Mr. Ochs and members of his family today own 64 per cent of the stock and including that interest, almost ninety per cent of the shares are held by people in the Times office, engaged in the work of making the paper. These facts appear in his statement of August 18, 1921. The remaining 11 per cent is distributed among 28 individuals or estates who acquired the stock by exchanging for it shares of the old company, the largest individual holder of the latter group holding only one-quarter of one per cent of the total capital. At the time of Mr. Ochs' silver jubilee two years ago, unmatured bonds and mortgages outstanding amounted to $1,500,000. The postoffice statement of ownership and circulation made by the Times last April showed that all of this indebtedness had been discharged and that the paper has no bonded indebtedness.

In the face of these facts, what becomes of the notion that the business of newspaper-making is one for millionaires only? Fifty years ago Adolph S. Ochs was a penniless boy in a war-stricken community. Twenty-five years ago the stock market valued his stock in the New York Times at $10 a share, and fellow newspaper men were sympathetic when they thought of the small town publisher risking his last $75,000 in an attempt to change red to black on the ledgers.

Yet, that $75,000 of Mr. Ochs and another $125,000 from the sale of bonds was all the money available to keep the Times moving and it was all the money that was needed. Mr. Ochs and his immediate relatives today own 64 per cent of a newspaper property very conservatively valued at $11,500,000, on which basis his investment of $75,000 has duplicated itself almost 100 times in 27 years. The gross income of the first year of his management is hardly more than a third of a month's income of 1922. It would scarcely meet more than a month's payroll of the present New York Times. It is not greater than today's annual dividend.

There is a long jump from carrier boy and "printer's devil" of the 70's at Knoxville, Tenn., or from the Chattanooga Times bought by Mr. Ochs in 1878 for $1,750, of which $250 was cash, to the New York Times of 1923, but it is a jump that was bridged by something other than money.

"What I have been able to accomplish, with my limited abilities, and without capital, except that which was created in my business, should give encouragement to every man engaged in our profession," Mr. Ochs told the N. E. A. in 1916, in words that are singularly appropriate now. "There are innumerable opportunities throughout this country such as it was my good fortune to find in New York City. Perhaps there is another such opportunity here; certainly, as I view it, there are similar opportunities in many other big cities; and this is certain, that there is not a metropolitan newspaper office that would not make room for, and welcome into its organization, a successful, experienced, thoroughly equipped small daily newspaper editor and publisher—one who is respected and esteemed in his own home town and there recognized as too big for his town and capable of greater responsibilities.

"But what matter, whether you are conducting a small daily newspaper or a large daily newspaper? It does matter how you have conducted yourself; what satisfaction you may have enjoyed in your occupation; what good you have accomplished."

15,558

Increase in Average Net Paid Daily Circulation of The Baltimore Sun (Morning and Evening) in May, 1923, over May, 1922.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

Morning Evening Sunday

REUTERS CHAIRMAN COMING

Sir Roderick Jones to Visit U. S. in Fall on World Tour

Sir Roderick Jones, chairman and managing director of Reuters News Agency, accompanied by Lady Jones, will be in New York in September on the first stage of a world tour, during which he will inspect at first hand some of the many foreign branches of the organization that he controls. Important conversations with some of the foreign news affiliations of Reuters will also take place.

Sir Roderick will be accompanied during his visit to Canada and the United States by Douglas Williams, Reuters general manager for North America, who is returning to New York this summer after a year spent at the head office in London on important special service.

Mrs. Elverson Leaves $54,000

Mrs. Sallie D. Elverson, widow of James Elverson, publisher of the Philadelphia Inquirer, left a personal estate upwards of $54,000, according to her will. She died May 3. The principal legatees are her son, Col. James Elverson, Jr., and a daughter, Eleanor Louise Patenotre.

Alabama to Advertise

At a recent state-wide meeting of publicity forces, held at the Chamber of Commerce in Birmingham, plans were made for the nation-wide advertising of Alabama. O. L. Bunn, secretary-manager of the Birmingham chamber, was appointed general chairman for the campaign.

New Paper Crowds Out Rival

The Niles (O.) Daily News suspended June 21, leaving the field to the Niles Evening Register. The Register is only eight months old, having started in October, 1922, as the third paper in Niles. It is published by a company headed by F. L. and P. F. Bixler, formerly of Dover, O. J. L. Shields, formerly of Butler, Pa., is editor and a director. The News was 32 years old.

Publisher Feted by Staffs

Ninety-five members of the staffs of The Washington Times and the Washington Herald held a "bon voyage" party on the roof garden of the Arlington Hotel June 26, in honor of G. Logan Payne, publisher, who sails for Europe on the Leviathan on July 4. Frank E. Hughes, oldest employe in point of service, presented Mr. Payne with a travel outfit, the gift of the composing room of the Times-Herald. J. E. Cullen, publisher of the Baltimore News and the Baltimore American, and his assistant, Charlie Miller, and William Harrison, circulation manager of the Los Angeles Herald, were among the guests.

Northwest Farmstead Sold

The Allen brothers of Aberdeen, S. D., owners of the Dakota Farmer, have bought the Northwest Farmstead of Minneapolis. Hitherto the Farmstead has been owned by the Orange Judd company of Springfield, Mass. H. H. Allen is now resident manager of the paper.

First in Iowa

The Des Moines Register and Tribune

Largest evening circulation
Largest morning circulation
Largest Sunday circulation
(exceeding next 5 Iowa Sunday newspapers combined.)

Most evening advertising
Most morning advertising
Most local advertising
(both evening and Sunday)

Most national advertising
Most classified advertising
Lowest milline rates in Des Moines and Iowa

Write for your copy of "Iowa, America's Most Responsive Market"—a 24-page book packed with facts about Iowa, and town by town circulation statement for 1,000 Iowa cities and towns.

Represented by I. A. Klein, New York; Guy S. Osborn, Chicago; Jos. R. Scolaro, Detroit; C. A. Cour, St. Louis; R. J. Bidwell Co., Pacific Coast.

DRY OFFICIAL IS IN HOT WATER OVER BOOK

New York Herald and Louisville Courier-Journal Lead Protest Haynes' Syndication of Suppressed News

A question new to the newspaper profession, but involved perhaps with the familiar practice of news suppression at the source, has been raised in Washington as the result of announced intention of Roy A. Haynes, Prohibition Commissioner, to syndicate the "inside story" of Prohibition enforcement while he remains an official of the Government.

Protest of Mr. Haynes' plan has been filed with the Treasury Department by the New York Herald and the Louisville Courier-Journal and now is being given consideration by MacKenzie Moss, Assistant Secretary, and David H. Blair, Commissioner of Internal Revenue, Mr. Haynes' immediate superior. The two newspapers have questioned the right of the Prohibition Commissioner, as a public official to sell or dispose of information, obviously from the files of the Prohibition unit, either in a syndicated series to newspapers or in book form. Treasury officials were informed by the Herald and Courier-Journal that information in Mr. Haynes' possession should be available to all newspapers without cost, instead of being sold for a profit by the commissioner after being withheld from reporters who have sought it repeatedly in legitimate news endeavor.

The fact that President Harding is said to have written or intends to write an introduction to the Haynes series, and the book which the Prohibition Commissioner expects to bring out after the articles have run their course, is giving Treasury officials some concern.

According to the protests, Mr. Haynes has completed arrangements with the "D. P. Syndicate," Doubleday, Page & Co. of Garden City, L. I., to handle a series of articles on Prohibition enforcement in the two years of his administration. Later the series is to be published in book form. The series has been offered to a selected list of newspapers, of which the Courier-Journal was one, for the sum of $1,000. The prospectus of the syndicate cited an example of the revelations the series will contain, an incident in which a Prohibition enforcement officer was offered a bribe of more than $300,000 weekly to permit the breweries of one big city to operate. Mr. Haynes also will describe the "liquor conspiracy" in the United States, the work of the moonshiner, bootlegger, rumrunner, highjacker and other phases of the illicit manufacture and sale of liquor in the United States.

It is the view of the protestants that the information obtained by Mr. Haynes in his capacity as Prohibition Commissioner is public property and the press associations and newspapers of the country have sought to obtain from him and members of his enforcement staff the very facts which he now proposes to disclose. Those facts, it is charged, have been refused repeatedly by Mr. Haynes as matter of public policy, and news suppression and secrecy regarding the activities of the enforcement unit have been practiced frequently.

In general the comment of correspondents would indicate a distinct feeling against the plan on the ground that it would set a precedent for public officials breaking into profitable print with the news of their departments. In such a procedure, it is pointed out, there lies the danger of increased denial of news developments to reporters and a doubling of the efforts of public officials to suppress news at its source, a vice grown to large proportions in Washington as the result of the war "censorship" and the eagerness of officials to continue the secrecy stuff.

Brooklyn Still Church City

Brooklyn is the city of churches. There's no denying that, for there are in the borough 584 places of worship, representing property valued at $60,000,000. More than 700,000 of Brooklyn's 2,025,000 residents attend religious services. But Brooklyn is also a live, wide-awake business and educational center as is graphically pointed out in the book recently printed by the Brooklyn Citizen to mark the 25th anniversary of the borough's entrance into Greater New York.

All Join Fill-the-Hole Club

Every editor and staff writer on the papers in Santa Clara, Santa Cruz, San Benito and Monterey counties, California, is a member of the Fill-the-Hole Club, organized a few weeks ago. There are no dues, no assessments, no constitution, no by-laws. The members meet once a month in some town in one of the counties for a get-together dinner and taik-fest. "Dutch treat" meets the expenses. Rudolph A. Wilson, news editor of the Watsonville Register, is president; L. C. Kellenberger and Deane H. Townes of Gilroy and Salinas, respectively, vice-presidents; and Rollin G. Watkins of Monterey, secretary-treasurer.

Four Tie for Golf Prize

Charles H. Huff, head of a St. Louis advertising agency; E. Lansing Ray, president of the Globe-Democrat; Edward L. Hill, assistant to Mr. Ray, and T. L. Ryan, general manager of the Star, all were tied for first place in the second tournament of the season held by the St. Louis Advertising Men's Golf Club. Mr. Huff was given the prize, which was a golf bag.

Printing School Buys Paper

H. H. Peters has sold the Brookings (S. D.) Leader to the School of Printing of the State College of that town. Prof. Paul Keiser is editor and Seth Thornton, head of the School of Printing, business manager.

Vacation Interviews Daily

The Albany-Decatur (Ala.) Daily has begun publication of a variation of "The Inquiring Reporter." It prints, under a standing head, about three paragraph interviews daily with folks of all walks of life, on how they will spend their vacations.

Minnesota Paper Absorbed

The Red River Valley News of Glyndon, Minn., has been absorbed by the Barnesville Record-Review. The latter now has a Glyndon department edited by R. B. Osborn, former publisher of the News.

The Atlanta Journal
ATLANTA, GA.

Editorials of vigor and helpfulness written in the style of deft users of words and knowers of facts. Features which include Frank Crane, Addington Bruce, Dorothy Dix, Grantland Rice, Lawrence Perry, Frederic J. Haskin, Dr. Evans, Roe Fulkerson, H. I. Philips, Thornton W. Burgess, etc.

A newspaper which enjoys universal good will amongst Atlanta and other Georgia families. That's why

Advertising in The Journal Sells the Goods

In Homes Like This

Where Japanese culture is blended with the customs and habits of America.

THE JIJI SHIMPO

時事新報

is the favorite newspaper. The Jiji commands the respect and holds the confidence of the Nation's men of affairs. It fills an important place in their lives which only a great newspaper can take.

The JIJI'S Circulation 248,877 copies: June 1, 1922

is chiefly among the leaders of Japan's social, commercial and political life. They are the men, and their wives are the women, who have learned what the West has to give the East.

That is why the Jiji's readers are the best customers of imported goods in Japan.

For reliable market information address:

FOREIGN SERVICE BUREAU

THE JIJI SHIMPO

Cables: "Jiji Tokyo," Tokyo, Japan Bentley Code

Morning and Evening Editions

AMERICAN HEADQUARTERS
Canadian Pacific Building, 342 Madison Ave., New York
Joseph P. Barry, Representative

"In Japan, the Buyers Read THE JIJI"

ALLAN DAWSON, 57, DIES SOON AFTER WIFE

Associate Editor of New York Mail Succumbs to Pneumonia; Established Paper in Wisconsin When 16 Years Old

Allan Dawson, aged 57, associate editor of the New York Evening Mail, and former associate editor of the New York Globe and the New York Tribune, died June 24 of pneumonia. He had been greatly affected by the death two months ago of his wife, Mrs. Nell Perkins, literary editor of the Globe.

The funeral was held from the home June 26 with the following pallbearers: George W. Alger, Maj. Frank Case, J. E. Fraser, Garet Garrett, John Johansen, Ogden Reid, Nicholas Roosevelt, William Shillaber, Carl Snyder, Henry L. Stoddard and Samuel Strauss. The services were conducted by Rev. Dr. Alexander of the First Presbyterian Church.

Mr. Dawson was born in Hudson, Wis. His family moving to Enterprise, Wis., he established the Enterprise Herald when he was 16 years old. The paper was fairly successful but he gave it up to enter college at Hanover, Ind., from which he was graduated in 1886. He then went to St. Paul to study law and was admitted to the bar, but never practiced.

He became a reporter on the Des Moines Register, from which he went to the Sioux City Tribune. In 1884 he and Samuel Strauss bought the Des Moines Leader and consolidated it with the Register, the paper becoming the Leader and Register.

When Mr. Strauss came to New York in 1903 as publisher of the Globe he brought Mr. Dawson with him. Mr. Dawson was associate editor of The Globe for 16 years. Then he left to become associate editor of the Tribune, where he remained until 1922. Herbert Hoover, Secretary of Commerce, then appointed him a member of the United States Trade Commission, which went to Germany and England to study business conditions. When the committee had made its report a place on the Globe was offered to Mr. Dawson, but as the paper was about to be sold he went to the Mail.

Mr. Dawson was married in October, 1894, to Nell Perkins, daughter of John B. Perkins, editor of The Sioux City Tribune. She became well known as a writer on literary subjects in the years during which she was connected with the Globe.

Obituary

Christopher Blackett Robinson, aged 86, veteran Canadian publisher, died at Ottawa recently. He founded the Beaverton (Ont.) Post, and afterward published the following Ontario papers: Whitby Chronicle, Port Hope Guide and Orillia Times, as well as several fraternal and religious publications. He was president of the Canadian Press Association in 1897.

Azel F. Riffe, aged 34, business manager of the Leader Publishing Co., Inc., publishing the Staunton (Va.) News-Leader and the Evening Leader, died recently after an operation for appendicitis. He was born in Beckley, W. Va., and formerly lived in Ohio. He is survived by his widow.

Frank McNamara, who for several years represented the Montreal Star, Toronto Mail & Empire and other papers in the Parliamentary Press Gallery at Ottawa, died at Victoria, B. C., recently. At the time of his death he was on the editorial staff of the Victoria Times.

John P. Gorman, pioneer Canadian pressman, died at Ottawa recently. In the early days of Canadian newspapers, he worked with the Ottawa Citizen and afterward turned out the first issue of the Winnipeg (Man.) Free Press. He later worked in Minneapolis and Seattle.

F. W. C. Myers, aged 78, former press room superintendent of the Montreal Gazette, with whom he saw nearly 60 years service, died June 19 of double pneumonia. He had risen by his own merit from message boy at $1.25 a week to press room superintendent.

William H. Stansil, member of the composing rooms of the Buffalo Courier and Enquirer for 40 years, died recently.

Peter B. Keenan, aged 59, a compositor on the New York Evening Journal since 1919, and prior to that for 35 years on the New York Times, died June 18 in Atlantic City. A son, Walter, is on the local staff of the Times.

Andrew C. Crane, a stereotyper, for 12 years on the Brooklyn Standard-Union, died June 19 at Liberty, N. Y.

Mrs. Arthur H. Delano, aged 46, wife of the publisher of the Cordage Trade Journal, died June 21 in Prospect Heights Hospital, New York, of acute intestinal trouble. Besides her husband, a daughter, Edith, survives.

Luther N. Perkins, for many years editor of the Beverly (N. J.) Banner, died June 21. He was widely known in Burlington County, N. J.

John Ewing, aged 66, former American Minister to Honduras and brother of Col. Robert Ewing, publisher of the New Orleans States, died in Havana June 25.

Edward T. Van Vliet, aged 56, superintendent of the Philadelphia Evening Bulletin composing room, died June 22. From 1884 to 1916 he was superintendent of the composing room of the New York evening Post. He was born in Albany, N. Y.

George H. Ely, aged 69, nationally known advertising man and secretary of the Charles H. Fuller Company, Chicago, died suddenly. He was acquainted with many newspaper and magazine publishers throughout the country. Funeral services were held June 27 and the body was sent to Cleveland for burial. He is survived by his widow.

James Howard Kehler, aged 47, Chicago advertising man, died at Highland Park. He is survived by his widow and two sons.

F. E. Merritt, aged 52, for many years identified with the handling of Detroit and Chicago papers in Lansing Mich., died at a hospital, where he had undergone an operation.

David S. Mitchell, son of Mark M. J. Mitchell of the Chicago Tribune proof room, died in Los Angeles following an operation for appendicitis.

James B. Harsh, aged 77, founder of the Creston (La.) Daily Advertiser and the weekly Gazette in 1871, died June 19. At one time he was a member of the Iowa General Assembly.

Howard Johnson, aged 20, son of Mr. and Mrs. H. H. Johnson, and a carrier for the Wichita Eagle, died as the result of injuries received in a railroad crossing accident while delivering papers by truck. A train backed into the truck.

Charles R. Maloney, Sr., a department manager of the Crowell Publishing Company, Springfield, O., died June 24 after a year's illness. Physicians were unable to determine the cause of his illness.

W. B. Tipton, veteran Kansas and Oklahoma printer, died recently at Jage, Okla., where he had gone to take charge of an office after having been foreman of the Forgan (Okla.) Eagle for several years.

Charles Ingersoll Brown, who from 1884 to 1897 was in the Boston office of the United Press, died at Norwood, Mass. After the Civil War, in which he served as a private, he was with the Western Union for many years.

Emil Schwab, aged 73, veteran insurance journalist, died at Arlington, Mass. He was born in Germany but came to the United States when very young and was graduated from the Massachusetts Institute of Technology in 1874. For nearly 25 years he had been editor of the John Hancock Mutual Life Insurance Co. Prior to that he wrote for several insurance papers.

R. S. Bigie, aged 50, former editor of the Richmond (Mo.) Democrat, who retired several years ago, died at Kansas City.

Harry W. Orr, aged 68, for more than 25 years night manager of the Associated Press at Pittsburgh, and later connected with the International News Service, died at Marlow, N. H. He is survived by his widow and one son.

S. C. A. Perry, aged 74, one of the oldest men in the type foundry industry in the United States, died at Everett, Mass. He was taken ill while on an excursion to Bermuda with the Boston club of Printing House Craftsmen. Mr. Perry was associated with H. C. Hansen in early life. For 40 years before his death he was on the staff of the H. C. Hansen Type Foundry.

Montreville B. Wellman, aged 32, formerly on the editorial staff of the New York Tribune, died at Wilkinsburg, Pa., of the effects of gas received in the war. During his service he was an associate editor of the Watch on the Rhine, a publication of the Army of Occupation. He was born in Carlettsburg, Ky.

William H. Hoffman, aged 29, a copyreader on the Brooklyn Citizen and formerly on the Brooklyn Standard Union and the New York Herald, died June 15 after a two days' illness of pneumonia. During the war he served with the division of criminal investigation, A. E. F. He is survived by his widow.

Mrs. Frank A. Halsey, aged 62, wife of the editor emeritus of the American Machinist, ended her life by hanging in the home of a friend in the Bronx June 16. She had been under the care of a neurologist.

Mrs. Marian Reeves, aged 65, widow of Frank W. Reeves, Delaware newspaper editor and publisher, died at Atlantic City, June 26 of heart disease.

New Dairy Outfit Uses Dailies

Two names in the dairy field in Philadelphia which stands ace-high are Breyer and Sharpless. These two concerns have combined their forces and efforts under the name of Breyer-Sharpless Milk Association and are using space in the newspapers, not only to acquaint the consuming public with the fact that they are joined in a common purpose—the service of good, old-fashioned milk—but to secure men worthy of the product to serve it. "Own a milk route," says the copy to the man looking for a better position and a business of his own. The organization has adopted the slogan, "Good Morning, Noon and Night," and it is prominently displayed in all copy.

Daily Texan Now an Evening

The Daily Texan, student newspaper of the University of Texas, issued as a morning newspaper during the college year, will appear as an afternoon daily during the summer session. Ray E. Lee, of Beaumont, has been chosen managing editor. Henry Fulcher, of Naples, who was managing editor last year, has been made editor-in-chief.

FRALICK & BATES Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES

New York.....154 Nassau St.
Chicago.....605 N. Michigan Ave.
Atlanta.....Candler Annex
Los Angeles.....Security Building

The Minneapolis Tribune
BUYS
The Daily News
effective, June 27, 1923

The Minneapolis Tribune has acquired the Minneapolis Daily News by purchase. This gives The Tribune

60,852 More
Subscribers Daily

Beginning Thursday, June 27th, The Evening Edition of The Minneapolis Tribune will be delivered to every paid subscriber of The Daily News.

The average daily circulation of The Minneapolis Tribune for May, 1923

122,211

The Daily News Circulation

***60,852**

Advertisers secure the advantage of this enormous excess circulation at no additional charge.

The average Sunday circulation of the Minneapolis Tribune for May, 1923, was **177,958**

*Publishers' sworn statement of daily average for six months ending March 31, 1923.

AUTO ACCIDENT KILLS 3 IN HARDING PARTY

New York Herald Man Badly Injured When Steering Gear of Newspaper Men's Car Near Denver Fails to Work

(*By Telegraph to* Editor & Publisher)

Denver, June 25.—Death cast a pall of sadness over President Harding's visit here yesterday when an automobile carrying newspaper men of the Presidential party plunged over a 100-foot embankment in Bear Creek Canyon near here, killing three and seriously injuring a fourth.

The dead:

Sumner Curtis, aged 55 years, Washington (D. C.), newspaper correspondent and representative of the National Republican Committee on the President's tour.

Thomas F. Dawson, Colorado State historian and former Denver newspaper man.

Thomas A. French of Denver, employee of the Great Western Sugar Company.

The injured:

Donald Craig, aged 40, Washington correspondent of the New York Herald, lacerated scalp, bruised shoulders, fractured ribs, possible internal injuries; in critical condition but may recover.

On being informed of the accident, President Harding made the following statement to the press:

"I am utterably distressed that such an accident should have occurred. It intrudes a sorrow upon what has been a happy trip.

"Only this morning Mr. Curtis was telling of the joy he was experiencing. He was always a gentleman and a very able newspaper man. My regret is beyond expression but there is some consolation in the hope the injured men may recover.

"Warren G. Harding."

The Chief Executive's statement was issued Sunday afternoon and was made public while Dawson was still alive. The latter expired Monday morning in the Denver County Hospital.

The accident occurred while the visiting newspaper men were being entertained by the Denver Press Club with a trip through the nearby Mountain parks. The car driven by French had just rounded a curve. A broken steering knuckle rendered it impossible for French to control the machine.

John F. Vivian, Federal prohibition director of the Colorado, and prominent in Republican politics for many years, accompanied Curtis' body to Chicago, where it was to be met by representatives of the G. O. P. and taken to Washington for burial.

Dawson celebrated his seventieth birthday Saturday. He had been a newspaper man most of his life. At one time he was manager of the Associated Press in Washington, D. C., and was former managing editor of the Denver Tribune, predecessor of the old Denver Republican.

Donald Craig had recovered sufficiently today to talk slightly.

"It's all a blank. We were riding along that canyon road when suddenly something went wrong," he said. "The rest is a nightmare. The next thing I knew I was being carried up the mountain and put in a car which headed for Denver."

It was reported that Roy Roberts, representing the Kansas City Star, would remain in Denver to look after Craig until his wife could reach her husband's bedside from New York City.

Curtis talked with his wife in Washington over long distance just before starting on the auto trip and told her of the refreshing Colorado air and of the splendid trip he was enjoying.

When word of the accident reached President Harding he immediately cancelled all engagements for the evening and went into seclusion with Mrs. Harding in the Presidential suite at the Brown Palace Hotel.

A reception planned for the visiting newspaper men by the Denver Press Club in the club building was called off.

CANADIAN SOCIETIES ELECT

Alberta and B. C. Press Associations Again Meet Together

Following the successful joint convention of the Alberta and British Columbia Press Associations in the Okanagan Valley last year, the two associations met together the first of June at Jasper Park, where they were royally entertained by the officials of the Canadian National Railways. One of the principal speakers was Dean Spencer of the School of Journalism, University of Washington, Seattle, who spoke on "The Editorial Column of the Country Weekly."

Vancouver was chosen as the place of next year's convention. Officers elected were: British Columbia—President, Hugh Savage, Cowichan Leader, Duncan; first vice-president, J. A. Bates, Fraser Valley Record, Mission; second vice-president, J. Elletson, Rossland Miner; Ben Hughes, Comox Argus, Courtenay, secretary. Alberta—President, John Mackenzie, Strathmore Standard; first vice-president, John Torrance, Lethbridge Herald; second vice-president, L. Dalbertenson, Chauvin Chronicle; secretary, L. D. Nesbitt, Bassano Mail; W. J. Huntingford, Wainwright Star, immediate past president.

Editorial Shears Come Handy

Will Curtis, publisher of the St. James (Minn.) Plaindealer, and his office force had to go through a whole edition recently and scissor out an advertisement telling of a gift enterprise launched by a garage. The local postmaster had ruled that the ad violated regulations.

NEW PARIS DAILY SUES LE PETIT JOURNAL

Le Quotidien Claims Older Paper Refused to Carry Out Its Contract to Print Issues of Competitor

(*Special to* Editor & Publisher)

Paris, May 25.—One million francs is the amount of damages claimed by Le Quotidien, the new daily Paris newspaper, from Le Petit Journal for breach of contract.

The proprietors of Le Petit Journal, it is alleged, signed a contract with Le Quotidien by which they undertook to print that paper. A few days before the first issue was to appear, Le Petit Journal notified Le Quotidien that they did not intend to carry out the contract, claiming that they did not consider themselves bound to print a newspaper which in a program issued to the public had attacked them and the leading members of the Paris press.

Le Quotidien replied that the contract was for printing their newspaper not editing it, that they could not admit any interference with editorial opinion, and that, in view of the fact that they had been caused grave prejudice and been put to considerable expense, they were bringing an action against Le Petit Journal for the sum named. Unless settled out of court, the case will certainly be the occasion when it comes before the jury for some heavyweight slamming.

Le Quotidien, which is already appearing in a restricted edition supplied only to subscribers, is of peculiar origin. It is the result of an appeal made by a weekly newspaper, Le Progrès Civique, to its readers to subscribe capital with which to found a daily paper to carry the views of this advanced publication to a wider and more general public.

Le Quotidien has announced a campaign against what it calls the consortium of the "big five" leading Paris newspapers, which it accuses of being under the influence of the government or of private individuals. For itself it claims the completest independence. The proprietors of the new paper allege that the "big five" are bringing pressure upon the kiosk holders, or news agents, threatening to withhold supplies of the five big newspapers from any news agent who shall put the newcomer on sale.

As is general with the founding of a new newspaper, rumors are many regarding the capital behind it, and one of these is that the controlling interest is in the hands of Henry Ford of America, although what he should want to do with the establishing of a newspaper in a distant foreign land is not clear.

Not Herald & Examiner Plane

Editor & Publisher is informed that the airplane which ran wild in a Chicago Memorial Day crowd, injuring two persons, was not chartered by the Herald & Examiner, but was employed by Wilson & Co., packers, for advertising purposes. By courtesy of Wilson & Co., one of their employes delivered plates of the start of the Indianapolis auto races to a Herald & Examiner man in Chicago.

COLUMBIA DRY MATS

Superior Quality

RELIABLE ECONOMICAL UNIFORM

A Trial Will Convince
Write for Samples

COLUMBIA OVERSEAS CORPORATION
90 West Street - - - - - - New York, N. Y.

The Ludlow
Doubles Your Type Capacity

SINGLE-TYPE supply puts a limit on your display advertising. You can't make much of a spurt. Type fonts won't stretch. Special issues must be held down within type limits—or you're stuck! When you install the Ludlow, all these limits are off. This new freedom fills old-timers with astonishment.

New Features Surround Ludlow

1. Big, full-bodied typefaces are in abundant supply. It is always new. Slug lines can't be distributed. Plenty of large-type display lines will give your big ads new power and sparkle. Your advertisers will buy more space.

2. The long-line feature is unique with the Ludlow. You may set a streamer-line in 48 or 60 point full 7 columns wide, justify it as one line and cast it into 4 or 5 slugs that join up perfectly.

3. Advance copy for big special issues may be set in any quantity as early as obtainable and held as long as desired. This not only gives opportunity for alterations and corrections but lightens the burden on press day.

4. Standing ads, in any quantity, can never embarrass your cases. You may set all the lines you need, as you need them, without providing any type in advance. Ludlow slug forms are quicker and cheaper than plating to release type.

5. The all-slug system is instantly carried all the way up to 60 point, including bold and extended faces. This facilitates make-up and permits dumping of used forms in their entirety.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

CIRCULATIONS AND ADVERTISING RATES OF 2,032 U. S. ENGLISH LANGUAGE DAILIES

Sunday Papers and Canadian Dailies Also Included in EDITOR & PUBLISHER'S Tenth Semi-Annual Listing—Six Months Ending March 31 Showed Great Increases in Newspaper Distribution

CIRCULATIONS TURNED SHARPLY UPWARD during the six months that ended March 31, 1923, according to newspaper statements as of that date to the postoffice and to the Audit Bureau of Circulations.

Morning newspapers, which now number eight more than they did six months ago and 13 more than a year ago, circulated 11,005,400 copies daily during the past six months. As of Oct. 1, 1922, their circulation was 10,809,619 copies per day. The gain is 195,781 copies, or 1.8 per cent.

As of March 31, 1922, their circulation was 10,299,245 copies, the gain in a year being 706,155 copies, or 6.9 per cent.

Evening papers, which are nine fewer than they were six months ago, but two more than a year ago, now circulate daily 19,422,812 copies, as against 18,898,322 copies six months ago and 18,899,420 copies a year ago. Their gain over the October, 1922, figures is 524,490 copies daily, or 2.9 per cent. The advance over the previous March totals is 523,392 copies, or 2.8 per cent.

Sunday papers, numbering 548, two more than six months ago and five more than a year ago, recorded a total net paid circulation per issue of 20,397,426 copies. Six months ago their circulation was 19,676,725 copies and a year ago it was 19,716,110 copies. The gain over October was 1,260,701 copies, or 6.6 per cent. The increase over March, 1922, was 1,221,316 copies, or 6.2 per cent.

Thus the upward curve of circulation since the drop after the Armistice, which seemed checked when EDITOR & PUBLISHER compiled its Ninth Semi-Annual Tabulation of Newspaper Circulations and Foreign Advertising Rates, is shown as making steady progress.

As readers of EDITOR & PUBLISHER know, the number of changes in newspaper ownership and of suspensions and consolidations has been unusually striking during the past year, especially since last October. Three famous newspapers of large circulation have been blotted out, the New York Globe, the Pittsburgh Dispatch and the Pittsburgh Leader, two of them being evening and one a morning paper, and two having Sunday circulations. This loss and others less notable have been more than overcome in the circulation columns. Even the latter do not present the picture fully, because a number of the new enterprises have not been active long enough to file circulation statements for the six months ending March 31.

One result of this state, which is one that marks all newspaper tabulations, is that the rates of the new papers are included in the rate tabulation without the circulation figures to offset them, making the increase in rate in this tabulation appear disproportionate.

Newspaper rates, as competent observers forecast 18 months ago, have been steadily rising during the past year in the metropolitan centers as well as in the smaller cities. While print paper seems stable at a level almost double that of 1914-1916, labor costs have never stopped their upward march that began with the war. Few publishers have been so situated that they could demand recession from high wages and many have been unable to prevent increases over the high scales that were established during the 1918-1920 period.

The load that some publishers have been forced to pass to their advertisers is indicated by a compilation of recently-established wage scales printed in the June issue of the Typographical Journal. In one small Ohio city—its population is less than 15,000—the newspapers are paying compositors $40 per week. Their circulations run about 2,000 daily and their rate is about 2 cents per line. Allowing them four compositors each, their typographical payroll is $320 per week. Say that they run eight-page daily editions, of which five pages carry advertising. Their revenue from that advertising, less commission to agencies and special representatives, if it be foreign business, would be $160 per day. Two of their six daily issues produce only enough net revenue to meet the composing room payroll, and the remainder of the payroll, the print paper, ink, metal, light, heat, power, rent, depreciation, taxes, news service, features, interest, and the owner's profit, if there be any, has to be found in the other four issues. That is extreme, of course, or newspaper owners would have to put their money into ventures where it could at least earn a living.

None the less, it is not so extreme that it approaches the impossible. Scales not less punishing are being paid by newspapers to organized workmen of all their crafts in many cities, and newspapers have never in recent years had recess from the alternative of suspension or higher rates on their advertising. That not a few have chosen the former is indicated by the decline of nine in the total of evening papers during the past six months and the net increase of only two in the period of a year. Morning and evening combined, the papers are one less than six months ago and but 15 more than a year ago.

That the survivors have proceeded along the other fork of their road appears in the tabulation of rates on this page.

Morning newspaper rates have increased in six months from $27,529 to $29,916 for the total circulation. This is an advance of 8.6 per cent against a circulation increase of 1.8 per cent. Over the year, March, 1922, to March, 1923, rates advanced 13 per cent, while circulations increased just short of 7 per cent. The milline rate climbed 7.05 per cent in the past six months and 5.92 per cent in the past year.

What might be a tendency toward equalization of morning and evening newspaper rates, in which there has long been a wide disparity, can be seen in noting the morning paper's milline rate increase in the past year from $2.550 to $2.701, while evening milline rates increased only from $3.23 to $3.321 in the year and dropped from $3.339 during the six months. The course of the evening rate appears to be downward from a peak, while the morning rate seems upward bound from the very low levels it has kept since the war. That may be a premature estimate, as the morning circulations not yet listed may perhaps show the trend of the morning rate to be only slightly upward, or even downward.

Sunday rates, on the other hand, continue to drop and the rate per line per million circulation is 7.9 cents lower than it was last October and two-tenths of one cent lower than it was a year ago. Sunday circulations are now almost 21,000,000 per issue, a gain of about 1,250,000 over six months ago and of about 1,220,000 over a year ago. This gain is marked not only in the large cities but in the smaller towns throughout the country. Americans may be attending religious service in larger numbers than ever either personally, or vicariously by radio, but they are certainly hungry for Sunday newspapers. Recent developments in a number of cities make comparatively safe the forecast that October's figures will show another great rise in Sunday circulation.

If every one of the 105,000,000 inhabitants that the 1920 Census gave the United States could be regarded as a reader of an English language newspaper, there would be a morning, or an evening paper for every three of them. If every one of the 24,351,676 families that the census listed took an English language newspaper, one-quarter of them would have to take two papers a day in order to consume the total issued.

Taking the total population of the United States over ten years of age as given by the census figure at 82,739,315, and deducting the approximately 5,000,000 listed as illiterate and another 700,000 as readers of non-English language newspapers, there remain about 77,000,000 prospective readers of American journals. With five members to a family, there may be estimated 15,500,000 families. Enough morning papers were circulated during the past six months to reach over 70 per cent of these families daily. Enough evening newspapers poured from the presses to put one newspaper into every house and two into a quarter of the number. Sunday papers evidently went by twos into almost half of the residences and apartments.

All of these circumstances contribute to make the newspaper's place firm as the mart where the advertiser can display his goods to best advantage.

High production costs, like corns, pinch all publishers, be they great or small. No publisher has relished the process of raising rates, bickering with agencies and with advertisers to meet the paper bill or the shop payroll. Neither do many of them like the prospect of a sale of their property under the hammer. And so, to make their product appear as well as be what they say it is worth when they raise the advertisers' rates, the wise publisher, the one whose paper will be functioning a year and ten years hence, is putting much of his added revenue into news and news features. Some of them have gone to extremes and are producing papers so replete with features that advertisers have the aid and the distraction of a feature or comic strip on every page. That will adjust itself and its very extremity is an indication of the manner in which more conservative newspaper chiefs are putting sap and sinew into their properties.

The great increases in circulation of all fields, it may be safely said, can be traced directly to the spirit that sent newspaper men into Egypt to paint in minute detail the vestiges of a long dead civilization that the spade turned up; to the willingness to spend thousands, sometimes in six figures, to place before American readers what leaders of world politics, business, religion and science are thinking. There is also a good tale to be told of newspaper enterprise on an unprecedented scale in connection with a major sporting event of the next few days, but it can't be whispered outside of the confessional until next week.

Mistakes may be made in the choice of features for which millions in the aggregate are being spent by the newspapers, but there will be ten solid successes, unheralded, for each spectacular "flivver," and the net of it all is better newspapers, more readers. More readers are buying the better papers and they are reading them more closely than they ever did, with the day of war news possibly excepted. Advertisers realized this several years ago, before it was apparent to the publisher with his nose to the grindstone of local affairs and shop expenses. Advertisers flocked to the newspapers when rates were low and a better bargain than ever their wives found on a shopping tour.

The newspapers delivered the goods from the first and even when business was reeling in 1920 and 1921, the newspapers kept most of the new business that came to them hunting a bargain. Advertisers who tried to beat the income tax by "wasting" their money in newspaper space found that Uncle Sam was the winner, for even the blatant wasteful expenditures of 1919 and 1920 were only a patch on the returns that they brought and made subject to taxation. Many of their names have become steady visitors to newspaper readers.

Some of them howled when they found that the newspapers had raised their rates on the eve of a business slump, some of them even claimed that the newspapers couldn't pull their weight when business was bad. Others bellowed at the newspapers for not clos-

(Continued on page 38)

BASIC FACTS FOR THE BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

Morning Papers

Period	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Rate Per Million Circulation	Difference in Rate Per Million Circulation as of June 15, 1923		
6/15/23	434	11,005,400	$29.916	$2.701	.....		.....
12/31/22	426	10,809,619	27.529	2.523	Increase	$0.178	7.05%
5/15/22	421	10,299,245	26.271	2.550	Increase	0.151	5.92%
11/15/21	427	10,144,260	25.952	2.558	Increase	0.143	5.59%
5/15/21	432	9,894,693	26.178	2.645	Increase	0.056	2.11%

Evening Papers

Period	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Rate Per Million Circulation	Difference in Rate Per Million Circulation as of June 15, 1923		
6/15/23	1,598	19,422,812	64.517	3.321	.....		.....
12/31/22	1,607	18,898,322	63.116	3.339	Decrease	0.018	0.05%
5/15/22	1,596	18,899,420	61.055	3.230	Increase	0.091	2.88%
11/15/21	1,601	18,279,480	60.009	3.287	Increase	0.034	1.03%
5/15/21	1,606	18,238,389	59.995	3.289	Increase	0.032	0.97%

Sunday Papers

Period	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Rate Per Million Circulation	Difference in Rate Per Million Circulation as of June 15, 1923		
6/15/23	548	20,937,426	47.115	2.250	.....		.....
12/31/22	546	19,676,725	45.829	2.329	Decrease	0.079	3.39%
5/15/22	543	19,716,110	44.412	2.252	Decrease	0.002	0.09%
11/15/21	545	19,041,413	44.253	2.324	Decrease	0.074	3.37%
5/15/21	536	18,948,178	43.388	2.289	Decrease	0.039	1.70%

A QUICK ESTIMATE CAN BE MADE OF A CAMPAIGN'S COST IN NEWSPAPERS OF ANY OR ALL STATES

Circulations and Rates of 434 Morning, 1,598 Evening and 548 Sunday Newspapers Given in Detail on Following Pages, Are Summarized by States and Nationally for U. S. and Canada for Use of Buyers and Sellers of Newspaper Space

State	Population 1920 Census	Number of English Language Dailies			Total Net Paid Circulations			Joint Minimum Advertising Rates			Number Sunday Papers	Total Sunday Circulations	Joint Sunday Advertising Rates
		Morn.	Eve.	Total	Morning	Evening	Total	Morning	Evening	Total			
Alabama	2,348,174	3	20	23	68,103	163,373	231,476	$ .210	$ .725	$ .935	8	189,768	.55
Arizona	334,162	8	10	18	34,980	29,690	64,670	.262	.292	.554	9	41,045	.30
Arkansas	1,752,204	6	28	34	60,360	57,003	117,363	.209	.524	.733	9	112,074	.388
California	3,426,861	41	102	143	687,028	977,819	1,664,847	2.166	4.014	6.180	40	1,192,554	3.093
Colorado	939,629	9	25	34	55,436	230,967	286,403	.280	.821	1.101	11	303,491	.684
Connecticut	1,380,631	7	27	34	90,268	285,696	375,964	.300	.956	1.256	7	166,059	.48
Delaware	223,003	1	2	3	7,758	33,510	41,268	.040	.110	.15	1	14,926	.06
District of Columbia	437,571	2	3	5	103,300	196,799	300,099	.330	.560	.89	3	291,486	.68
Florida	968,470	11	20	31	100,456	83,959	184,415	.433	.573	1.006	17	133,238	.648
Georgia	2,895,832	7	20	27	127,598	194,906	322,504	.370	.745	1.115	16	415,728	.915
Idaho	431,866	6	8	14	25,128	21,932	47,060	.179	.194	.373	7	38,770	.229
Illinois	6,485,280	14	105	119	1,000,586	1,482,249	2,482,835	1.928	4.489	6.417	20	1,984,641	2.985
Indiana	2,930,390	21	101	122	296,209	576,765	872,974	.882	2.571	3.453	18	337,241	1.008
Iowa	2,404,021	5	43	48	132,432	518,159	650,591	.310	1.794	2.104	10	298,544	.840
Kansas	1,769,257	10	51	61	129,068	222,132	351,200	.517	1.209	1.726	14	221,214	.658
Kentucky	2,416,630	9	20	29	131,770	176,601	308,371	.394	.687	1.081	10	194,558	.505
Louisiana	1,798,509	2	11	13	109,052	142,435	251,487	.250	.480	.730	4	319,902	.620
Maine	768,014	5	6	11	79,951	66,753	146,704	.240	.194	.434	2	28,059	.105
Maryland	1,449,661	5	9	14	196,116	281,370	477,486	.450	.561	1.011	3	348,997	.830
Massachusetts	3,852,356	11	60	71	813,630	1,213,503	2,027,133	1.705	3.730	5.435	13	1,482,154	2.738
Michigan	3,668,412	6	51	57	198,489	842,413	1,040,902	.475	2.313	2.788	13	730,992	1.590
Minnesota	2,387,125	5	35	40	157,216	552,933	710,149	.348	1.561	1.909	7	515,893	1.004
Mississippi	1,790,618	3	11	14	10,872	38,842	47,914	.068	.264	.332	5	27,198	.141
Missouri	3,404,055	9	58	67	647,632	925,452	1,573,084	1.038	2.340	3.378	15	1,211,686	1.892
Montana	548,889	10	7	17	62,367	29,924	92,291	.355	.203	.558	11	91,836	.465
Nebraska	1,296,372	6	19	25	119,288	250,487	369,775	.284	.832	1.116	8	308,008	.764
Nevada	77,407	3	5	8	6,133	7,570	13,703	.055	.124	.179	3	6,133	.055
New Hampshire	443,083	1	9	10	16,394	43,815	60,209	.035	.208	.243	1	.....	.070
New Jersey	3,155,900	8	29	37	95,374	501,197	596,571	.304	1.438	1.742	8	144,804	.471
New Mexico	360,350	1	5	6	7,793	10,954	18,747	.029	.102	.131	2	12,324	.054
New York	10,385,227	37	100	137	2,432,286	2,899,603	5,331,889	6.164	7.892	14.147	33	4,270,869	7.206
North Carolina	2,559,123	12	29	41	109,675	109,004	218,679	.481	.683	1.164	16	157,622	.646
North Dakota	646,872	2	8	10	22,700	38,067	60,767	.085	.228	.313	2	25,369	.120
Ohio	5,759,394	22	115	137	520,064	1,690,955	2,211,019	1.470	4.721	6.191	28	1,029,464	2.348
Oklahoma	2,028,283	11	38	49	141,809	213,123	354,932	.500	1.176	1.676	24	232,268	.994
Oregon	783,389	6	21	27	101,635	218,122	319,757	.295	.794	1.089	9	245,927	.590
Pennsylvania	8,720,017	36	134	170	1,019,565	1,844,338	2,863,903	2.847	4.940	7.787	18	1,517,443	2.935
Rhode Island	604,397	2	8	10	35,327	160,445	195,772	.097	.483	.580	3	72,653	.255
South Carolina	1,683,724	7	10	17	61,527	55,944	117,471	.248	.281	.529	9	87,397	.343
South Dakota	636,547	4	13	17	22,818	60,328	83,146	.125	.368	.493	4	24,212	.150
Tennessee	2,337,885	5	13	18	186,312	251,967	438,279	.360	.697	1.057	10	341,861	.810
Texas	4,663,228	20	81	101	263,590	503,170	766,760	1.218	2.705	3.923	47	707,306	2.557
Utah	449,396	1	5	6	38,594	64,965	103,559	.090	.253	.343	4	108,816	.305
Vermont	352,428	2	8	10	22,151	32,654	54,805	.090	.145	.235	0	.....	....
Virginia	2,309,187	9	22	31	106,331	180,530	286,861	.335	.765	1.100	11	148,572	.598
Washington	1,356,621	10	22	32	153,482	339,248	492,730	.575	1.220	1.795	12	346,761	.985
West Virginia	1,463,701	9	20	29	93,565	81,810	175,375	.323	.486	.809	12	134,831	.501
Wisconsin	2,632,067	2	45	47	48,050	501,186	549,236	.087	1.792	1.879	7	311,554	.780
Wyoming	194,402	2	6	.8	5,132	18,145	23,277	.08	.183	.263	4	13,178	.17
Total U. S. English language Daily newspapers	105,710,620	434	1,598	2,032	11,005,400	19,422,812	30,428,212	29.916	64.517	94.433	548	20,937,426	47.115
Territory of Hawaii		1	1	2	10,072**	12,821	22,893	$.06	$.055	$.115	1	15,828**	$.065
For comparative purposes													
Newspapers as of Oct. 1, 1922		426	1,607	2,033	10,806,055	18,874,273	29,780,328	$27.540	$63.105	$90.645	546	19,712,874	$45.829
Newspapers as of April 1, 1922		421	1,596	2,017	10,299,245	18,899,420	29,198,665	$26.271	$61.055	$87.326	543	19,716,110	$44.412
Newspapers as of October 1, 1921		427	1,601	2,028	10,144,260	18,279,480	28,423,740	$25.952	$60.099	$86.051	545	19,041,413	$44.253
Newspapers as of March 31, 1921		432	1,606	2,038	9,894,693	18,238,389	28,133,082	$26.178	$59.995	$86.173	536	18,948,178	$43.388

**Three months sworn statement, period ending March 31, 1922.

Hawaii													
Alberta	588,454	2	4	6	16,918	53,101	70,019	.10	.190	.290	...	.....	....
British Columbia	524,582	4	7	11	38,586	96,311	134,903	.165	.308	.473	3	52,287	.180
Manitoba	610,118	1	5	6	23,263	91,179	114,442	.075	.216	.291	...	.....	....
New Brunswick	387,876	3	5	8	28,074	33,394	61,468	.105	.122	.227	...	.....	....
Nova Scotia	523,837	3	9	12	28,805	44,103	72,908	.122	.190	.312	1	6,124	.050
Ontario	2,933,662	6	33	39	253,119	502,830	755,949	.550	1.233	1.783	2	219,852	.370
Prince Edward Island	88,615	1	1	2	7,191	5,000	12,191	.025	.015	.040	...	.....	....
Quebec	2,361,199	4	12	16	53,618	399,702	453,320	.215	.880	1.095	...	.....	....
Saskatchewan	757,510	2	4	6	20,323	39,518	59,841	.085	.155	.240	...	.....	....
Yukon Territory	4,157	0	1	1	.....	5,500	5,500	....	.043	.043	...	.....	....
Total	8,788,483	26	81	107	469,897	1,270,644	1,740,541	1.442	3.309	4.751	6	278,263	.600
Dominion of Newfoundland	263,383	1	2	3	6,525	13,512	20,037	.014	.025	.039	...	.....	....

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

Circulation Figures Are Average Net Paid for Six Months Ending March 31, 1923, as Filed With Government or A. B. C.—Advertising Rates Are Those on General Advertising Contracts, Effective July 1, 1923—Left Column, on 5,000 Lines; Right Column, Minimum Rates.

ALABAMA

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
7,652	38,500	1911	Albany	Albany-Decatur Daily.(r)	2,400	.021	.021
17,734	78,000	1882	Anniston	Star (s)	4,755	.03	.03
				Sunday edition....(m)	4,755	.03	.03
178,270	309,513	1870	Birmingham	Age-Herald (a)	29,113	.08	.08
				Sunday edition....(m)	33,724	.10	.10
		1888		News (s)	68,936	.15	.15
				Sunday edition....(m)	75,791	.15	.15
		1921		Post (r)	21,367	.045	.045
10,034	.....	1908	Dothan	Eagle (r)	2,490	.026	.026
4,939	.....	1882	Eufaula	Citizen (r)	300	.018	.018
10,529	25,000	1919	Florence	News (r)	2,918	.025	.025
14,737	150,000	1900	Gadsden	Journal (r)	4,003	.025	.025
		1867		Times-News (r)	4,229	.025	.025
8,018	50,000	1922	Huntsville	News (c)	3,912	.02	.02
				Sunday edition....(m)	3,912	.02	.02
		1910		Times	4,064	.025	.025
60,777	220,000	1875	Mobile	News-Item (r)	10,554	.05	.05
		1814		Register (a)	20,291	.07	.07
				Sunday edition....(m)	31,599	.085	.085
				Combined daily ....(e)	51,890	.105	.105
				Evening & Sun.....(s)	.....	.12	.12
43,464	100,000	1828	Montgomery	Advertiser (a)	18,699*	.06	.06
				Sunday edition....(m)	21,830*	.07	.07
		1888		Journal (s)	17,466*	.06	.06
		1910		Times (r)	8,871	.06	.06
4,960	.....	1888	Opelika	News (r)	2,640	.014	.011
15,589	.....	1825	Selma	Times-Journal (s)	3,840	.035	.035
				Sunday edition....(m)	3,840	.035	.035
6,682	.....	1907	Sheffield	Tri-Cities Daily ....(r)	.....	.025	.025
6,546	.....	1909	Talladega	Home (r)	.....	.021	.021
5,696	.....	1892	Troy	Messenger (r)	850	.017	.017
11,996	55,000	1888	Tuscaloosa	News & Times Gaz. (t)	3,690	.036	.036

ARIZONA

City	Trade Area	Estab.	City	Paper	Net Paid Circulation	Line	Rate
9,205	60,000	1914	Bisbee	Ore (r)	1,800	.032	.032
		1898		Review (c)	4,028	.035	.035
				Sunday edition....(m)	4,028	.035	.035
9,916	.....	1901	Douglas	Dispatch (c)	2,467	.029	.029
				Sunday edition....(m)	2,467	.029	.029
		1902		International (r)	2,603	.029	.029
7,044	.....	1913	Globe	Arizona Record .....(c)	2,500	.036	.036
				Sunday edition....(m)	2,500	.036	.036
3,036	.....	1891	Mesa	Tribune (r)	1,800	.025	.025
6,689	15,000	1878	Miami	Arizona Silver Belt..(r)	2,200	.029	.029
		1920		Bulletin (r)	2,489	.029	.029
5,199	.....	1921	Nogales	Democrat (c)	1,931	.021	.021
				Sunday edition....(m)	1,931	.021	.021
		1914		Herald (r)	1,760	.021	.021
29,053	90,000	1880	Phoenix	Arizona-Gazette .....(r)	8,739	.05	.05
		1890		Arizona-Republican ..(a)	15,614	.06	.06
				Sunday edition....(m)	16,570	.06	.06
5,010	.....	1881	Prescott	Courier (r)	2,460	.021	.021
		1864		Journal-Miner .....(c)	2,324	.021	.021
				Sunday edition....(m)	2,324	.021	.021
2,000	.....	1886	Tombstone	Prospector (r)	928	.018	.018
20,292	50,000	1877	Tucson	Arizona Star .....(c)	4,531	.035	.035
				Sunday edition....(m)	4,827	.035	.035
		1870		Citizen (s)	4,911	.0375	.0375
				Sunday edition....(m)	4,813	.0375	.0375
4,320	.....	1906	Yuma	Sun (c)	1,585	.025	.025
				Sunday edition....(m)	1,585	.025	.025

ARKANSAS

City	Trade Area	Estab.	City	Paper	Net Paid Circulation	Line	Rate
3,311	.....	1921	Arkadelphia	Siftings Herald .....(r)	.....	.012	.012
4,209	.....	1876	Batesville	Guard (r)	.....	.011	.011
4,500	.....	1920	Camden	News (r)	.....	.018	.018
4,564	.....	1908	Conway	Log Cabin Democrat (r)	1,125	.011	.011
3,887	.....	1921	El Dorado	News (a)	5,058	.035	.03
				Sunday edition....(m)	5,058	.035	.03
		1920		Tribune (s)	.....	.036	.036
				Sunday edition....(m)	.....	.036	.036
2,429	.....	1889	Eureka Springs	Times-Echo (r)	460	.009	.009
5,362	.....	1894	Fayetteville	Democrat (r)	1,423	.018	.018
28,870	115,000	1907	Ft. Smith	Southwest American (c)	13,916*	.05	.05
				Sunday edition....(m)	14,725*	.05	.05
		1882		Times-Record (t)	11,377*	.045	.045
				Sunday edition....(m)	13,072*	.045	.045
3,477	.....	1876	Harrison	Times (r)	700	.011	.011
9,112	.....	1871	Helena	World (t)	2,800	.025	.025
				Sunday edition....(m)	3,500	.025	.025
4,790	.....	1916	Hope	Arkansas Herald ....(r)	1,095	.14	.014
11,695	.....	1888	Hot Springs	New Era (r)	3,632	.02	.02
		1877		Sentinel-Record .....(c)	3,460	.017	.017
				Sunday edition....(m)	3,460	.017	.017
9,384	.....	1903	Jonesboro	Sun (r)	1,914	.014	.014
		1909		Tribune (r)	.....	.014	.014
65,142	.....	1871	Little Rock	Democrat (s)	20,366	.06	.06
				Sunday edition....(m)	24,568	.06	.06
		1819		Gazette (a)	38,013	.08	.08
				Sunday edition....(m)	47,778	.10	.10
		1917		News (r)	.....	.03	.03
3,000	.....	1916	Malvern	Record (r)	.....	.021	.021
700	.....	1915	Mammoth Springs	Daily (b)	.....	.007	.007
3,453	.....	1898	Mena	Star (r)	780	.011	.011
3,500	.....	1901	Newport	Independent (r)	650	.014	.014
6,306	.....	1911	Paragould	Press (r)	1,250	.014	.014
19,280	.....	1881	Pine Bluff	Commercial (r)	6,366	.025	.025
		1886		Graphic (c)	4,971	.025	.025
				Sunday edition....(m)	4,971	.025	.025
2,691	.....	1906	Prescott	News (r)	.....	.007	.007
3,365	.....	1910	Rogers	Post (r)	.....	.014	.014
2,836	.....	1890	Searcy	Citizen (r)	550	.007	.007
2,500	.....	1910	Siloam Springs	Register (r)	600	.014	.014
4,522	.....	1920	Stuttgart	Arkansawyer (r)	.....	.014	.014
8,257	25,000	1878	Texarkana	Texarkanian (r)	2,565	.026	.025

CALIFORNIA

City	Trade Area	Estab.	City	Paper	Net Paid Circulation	Line	Rate
28,806	.....	1919	Alameda	Times-Star (r)	3,977	.025	.025
5,526	25,000	1913	Anaheim	News-Herald (r)	3,208	.04	.04
				(Subscription sold only with Los Angeles Express)			
		1898		Plain Dealer (r)	3,037	.025	.025
18,638	30,000	1866	Bakersfield	Californian (r)	7,809	.04	.04
		1886		Echo (c)	4,253	.035	.035
				Sunday edition....(m)	4,618	.035	.035
56,036	.....	1877	Berkeley	Gazette (r)	7,376	.035	.035
5,389	10,500	1903	Brawley	News (r)	1,475	.021	.021
6,223	19,273	1904	Calexico	Chronicle (r)	1,273	.021	.021

CALIFORNIA—Continued

City	Trade Area	Estab.	City	Paper	Net Paid Circulation	Line	Rate
9,339	17,000	1869	Chico	Enterprise (r)	2,650	.025	.025
		1853		Record (c)	2,086	.018	.018
				Sunday edition....(m)	2,086	.018	.018
2,935	.....	1916	Coalinga	Record (r)	700	.025	.035
4,282	.....	1877	Colton	Courier (r)	1,842	.025	.025
2,000	.....	1863	Colusa	Sun (r)	1,270	.021	.021
1,449	.....	1918	Corning	Observer (r)	636	.018	.018
4,129	.....	1906	Corona	Independent (r)	793	.021	.021
503	.....	1912	Culver City	Call (b)	600	.018	.018
3,400	.....	1909	Dinuba	Sentinel (r)	.....	.025	.025
5,464	25,000	1901	El Centro	Imp. Val. Press.....(r)	2,900	.032	.032
1,789	4,200	1912	Escondido	Times-Advocate .....(r)	600	.014	.014
12,923	31,800	1872	Eureka	Humboldt Standard..(r)	4,703	.03	.03
		1852		Humboldt Times ....(c)	4,782	.03	.03
				Sunday edition ...(m)	5,079	.03	.03
44,616	125,000	1922	Fresno	Bee (r)	16,816	.06	.06
		1884		Herald (r)	12,633	.045	.045
		1888		Republican (a)	30,476	.10	.10
				Sunday edition ...(m)	31,963	.10	.10
6,215	10,000	1902	Fullerton	News (r)	1,850	.021	.021
		1891		Tribune (r)	2,300	.029	.029
13,536	30,000	1906	Glendale	News (r)	5,890	.04	.04
		1921		Press (r)	5,495	.04	.04
				(Subscription sold with Los Angeles Express)			
4,006	15,000	1863	Grass Valley	Union (c)	1,643	.018	.018
				Sunday edition ...(m)	1,642	.018	.018
2,500	.....	1907	Gridley	Globe (r)	.....	.007	.007
5,888	.....	1891	Hanford	Journal (c)	1,885	.018	.018
				Sunday edition....(m)	1,885	.018	.018
		1896		Sentinel (r)	1,769	.018	.018
2,500	.....	1919	Healdsburg	Tribune (r)	700	.011	.011
2,781	.....	1909	Hollister	Free Lance .....(r)	998	.015	.015
65,000	.....	1921	Hollywood	Citizen (r)	3,605	.036	.036
		1921		News (r)	8,089	.05	.05
				(Subscription sold with Los Angeles Express—Not accorded second-class mail privilege.)			
729	.....	1905	Holtville	Tribune (r)	.....	.021	.021
55,593	100,000	1923	Long Beach	News (r)	.....	.05	.05
				(Subscription sold with Los Angeles Express)			
		1888		Press (s)	16,081	.06	.06
				Sunday edition....(m)	15,573	.06	.06
		1904		Telegram (s)	15,613	.06	.06
				Sunday edition.. (m)	14,734	.06	.06
576,673	937,651	1903	Los Angeles	Examiner (a)	148,814	.30	.30
				Sunday edition....(m)	306,653	.60	.60
		1871		Express (r)	93,150	.18	.18
		1911		Herald (r)	166,300	.32	.32
		1895		Record (r)	47,190	.10	.10
		1881		Times (a)	120,889	.21	.20
				Sunday edition....(m)	173,934	.29	.28
3,444	12,000	1885	Madera	Mercury (c)	1,475	.025	.025
				Sunday edition....(m)	1,475	.025	.025
		1903		Tribune (r)	1,375	.025	.025
3,898	6,500	1900	Martinez	Gazette (r)	825	.021	.021
		1911		Standard (r)	1,325	.021	.021
5,461	20,000	1859	Marysville	Appeal (c)	2,522	.025	.025
				Sunday edition....(m)	2,522	.025	.025
		1884		Democrat (r)	2,138	.025	.025
3,972	32,000	1880	Merced	Star (c)	2,235	.025	.025
				Sunday edition....(m)	2,235	.025	.025
		1891		Sun (r)	2,274	.025	.025
9,241	43,557	1879	Modesto	Herald (c)	4,142	.035	.035
				Sunday edition....(m)	4,229	.035	.035
		1884		News (r)	5,453	.035	.035
5,480	12,000	1909	Monrovia	News (r)	1,823	.021	.021
5,479	25,000	1922	Monterey	Peninsula Herald.....(r)	1,907	.025	.025
				(Cypress-American absorbed Feb. 1, 1923)			
6,757	.....	1889	Napa	Journal (c)	1,535	.018	.018
				Sunday edition....(m)	1,535	.018	.018
		1872		Register (r)	2,000	.021	.021
216,261	400,000	1886	Oakland	Post-Enquirer (r)	32,055*	.11	.11
		1874		Tribune (s)	56,314*	.15	.15
				Sunday edition....(m)	58,011*	.15	.15
7,280	20,000	1910	Ontario	Report (r)	3,045	.025	.025
4,884	15,000	1908	Orange	News (r)	2,417	.021	.021
3,340	.....	1872	Oroville	Mercury (r)	1,093	.011	.011
		1877		Register (c)	1,628	.018	.018
				Sunday edition....(m)	1,628	.018	.018
4,417	.....	1908	Oxnard	Courier (r)	1,325	.021	.021
2,974	.....	1904	Pacific Grove	Review (r)	585	.014	.014
5,900	12,000	1892	Palo Alto	Times (r)	2,076	.036	.036
45,354	.....	1919	Pasadena	Post (r)	10,389	.05	.05
				(Subscription sold with Los Angeles Express)			
		1886		Star-News (r)	15,242	.06	.06
1,919	.....	1923	Paso Robles	Star (r)	.....	.021	.021
6,226	18,000	1894	Petaluma	Argus (r)	2,425	.021	.021
		1884		Courier (c)	1,465	.018	.018
				Sunday edition....(m)	1,465	.018	.018
2,100	.....	1880	Placerville	Republican (r)	463	.018	.018
13,505	30,000	1910	Pomona	Bulletin (c)	.....	.029	.025
				Sunday edition....(m)	.....	.029	.025
		1885		Progress (r)	3,225	.025	.025
4,680	.....	1904	Porterville	Messenger (c)	1,540	.021	.021
				Sunday edition....(m)	1,540	.021	.021
		1908		Recorder (r)	1,600	.029	.029
3,104	.....	1885	Red Bluff	News (r)	1,300	.018	.018
4,000	10,000	1895	Redding	Courier-Free Press....(r)	1,146	.018	.018
		1896		Searchlight .....(c)	1,475	.018	.018
				Sunday edition....(m)	1,475	.018	.018
9,571	21,800	1890	Redlands	Facts (r)	2,693	.025	.025
4,023	.....	1923	Redwood City	Tribune (r)	.....	.025	.025
4,913	.....	1923	Redondo	Breeze (r)	2,757	.03	.03
				(Subscription sold with Los Angeles Express)			
16,843	30,000	1910	Richmond	Independent (r)	3,044	.025	.025
				Record-Herald (b)	2,121	.025	.025
19,341	40,000	1885	Riverside	Enterprise (a)	4,234	.025	.025
				Sunday edition....(m)	4,234	.025	.025
		1885		Press (r)	5,112	.03	.03
65,876	120,000	1857	Sacramento	Bee (t)	37,683	.08	.08
				Saturday edition...(y)	38,700	.08	.08
		1904		Star (r)	7,988	.035	.035
		1851		Union (a)	10,494	.05	.05
				Sunday edition....(m)	10,494	.06	.06
4,308	15,000	1872	Salinas	Index (r)	1,305	.018	.018
		1888		Journal (c)	1,290	.021	.021
				Sunday edition....(m)	1,290	.021	.021
18,721	38,749	1894	San Bernardino	Sun (a)	6,771	.04	.04
		1864		Telegram (r)	2,680	.03	.03
				Combined Daily.....(e)	9,451	.05	.05
				Sunday Sun.....(m)	6,927	.04	.04
85,236	110,000	188[illegible]	San Diego	Sun (r)	17,318	.045	.045
		1868		Union (a)	19,223	...	...
		1895		Tribune (r)	18,418	...	...
				Combined Daily.....(e)	37,641	.09	.09
				Sunday Union.....(m)	26,611	.08	.08

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

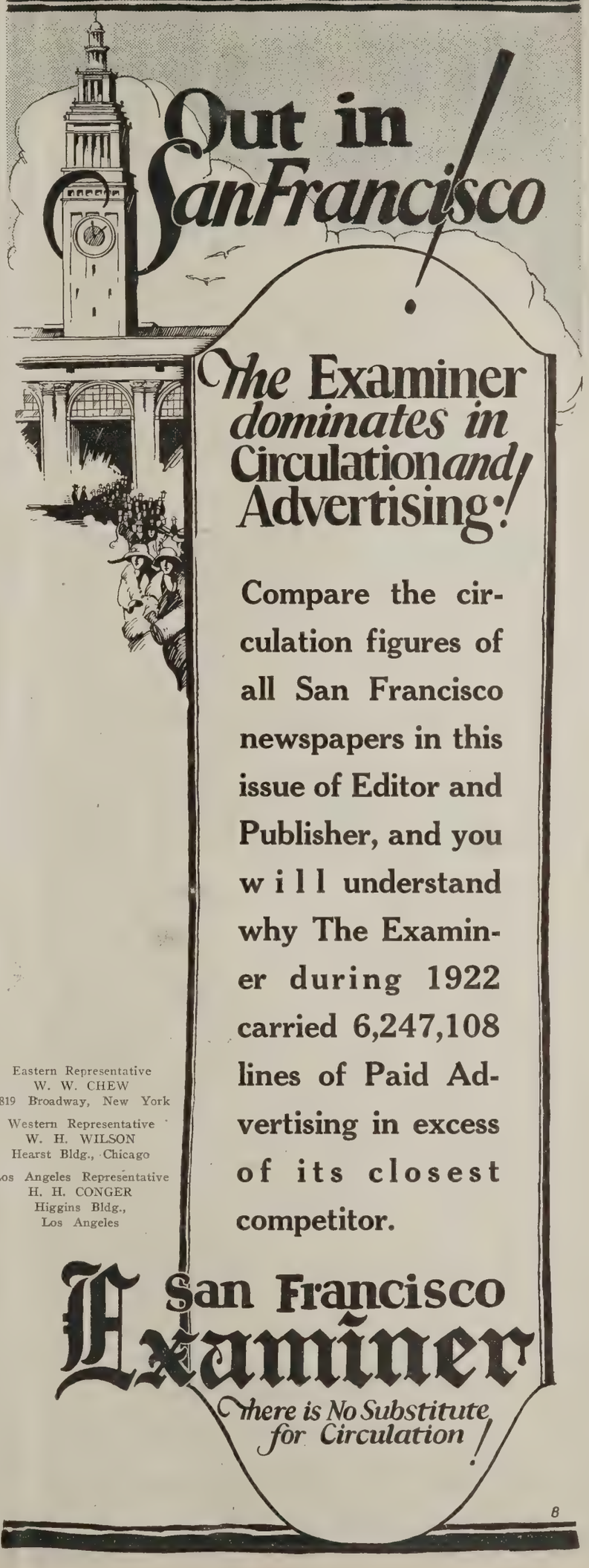
(KEY LETTERS EXPLAINED ON PAGE 40)

CALIFORNIA—Continued

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
506,676	1,131,597	1855	San Francisco	Bulletin (r)	63,032	.16	.16
		1856		Call-Post (r)	87,104	.20	.20
		1865		Chronicle (a)	85,738	.25	.24
				Sunday edition (m)	130,303	.29	.29
		1880		Examiner (a)	154,006	.30	.30
				Sunday edition (m)	310,260	.55	.55
		1850		Journal (a)	24,863	.14	.13
				Sunday edition (m)	24,863	.14	.13
		1903		News (r)	56,161	.13	.13
39,604	96,190	1851	San Jose	Mercury-Herald (a)	15,463	.06	.06
				Sunday edition (m)	16,509	.06	.06
		1883		News (r)	5,350	.029	.025
5,895	32,060	1905	San Luis Obispo	Telegram (r)	2,002	.018	.018
		1883		Tribune (c)	1,125	.014	.014
				Sunday edition (m)	1,125	.014	.014
5,979	.....	1914	San Mateo	News-Leader (r)	1,726	.021	.021
15,000	.....	1903	San Pedro	News (r)	5,403	.04	.04
			(Subscription sold with Los Angeles Express)				
		1909		Pilot (r)	3,731	.025	.025
15,485	61,375	1905	Santa Ana	Register (r)	8,145	.04	.04
			(Subscription sold with Los Angeles Express)				
19,441	28,000	1880	Santa Barbara	News (r)	5,405	.035	.035
		1863		Press (c)	4,217	.03	.03
				Sunday edition (m)	4,348	.03	.03
12,346	20,000	1907	Santa Cruz	News (r)	2,725	.02	.02
		1855		Sentinel (c)	2,731	.02	.02
3,943	.....	1918	Santa Maria	Times (r)	1,125	.014	.014
15,252	40,000	1875	Santa Monica	Outlook (r)	6,073	.04	.04
			(Subscription sold with Los Angeles Express)				
		1922		Progress (a)	.....	.036	.036
			(Sold only in combination with Culver City Call, Ocean Park Chronicle, Venice Journal, Beverly Hills Gazette, above rate covering all. Contents of all papers alike. Issued morning and Sunday.)				
8,758	.....	1856	Santa Rosa	Press-Democrat (s)	8,707	.04	.04
				Sunday edition (m)	8,707	.035	.035
		1878		Republican (r)	4,426	.025	.025
40,296	.....	1858	Stockton	Independent (a)	3,430	.04	.04
				Sunday edition (m)	3,430	.04	.04
		1895		Record (r)	16,030	.06	.06
3,317	10,000	1912	Taft	Midway Driller (r)	3,320	.03	.03
5,000	13,500	1911	Tulare	Advance (c)	980	.018	.018
				Sunday edition (m)	980	.018	.018
		1883		Register (r)	1,038	.018	.018
4,630	15,000	1904	Turlock	Farmers Journal (r)	2,054	.029	.029
21,107	.....	1868	Vallejo	Chronicle (r)	1,523	.03	.025
		1897		News (r)	1,811	.018	.018
		1867		Times-Herald (c)	1,525	.025	.025
				Sunday edition (m)	1,525	.025	.025
10,385	.....	1907	Venice	Vanguard & Herald (r)	3,629	.03	.03
			(Subscription sold with Los Angeles Express)				
4,342	.....	1876	Ventura	Free Press (r)	1,410	.02	.02
		1902		Post & Democrat (c)	1,375	.018	.018
				Sunday edition (m)	1,375	.018	.018
5,753	17,500	1859	Visalia	Delta (c)	2,385	.021	.021
				Sunday edition (m)	2,385	.021	.021
		1892		Times (r)	1,555	.021	.021
5,013	.....	1868	Watsonville	Pajaronian (r)	1,450	.021	.021
		1876		Register (c)	1,605	.021	.021
				Sunday edition (m)	1,605	.021	.021
7,997	18,000	1900	Whittier	News (r)	2,689	.018	.018
4,000	.....	1877	Willows	Journal (r)	1,607	.018	.018
5,400	12,000	1877	Woodland	Democrat (r)	1,636	.021	.021
		1868		Mail (c)	1,300	.014	.014
				Sunday edition (m)	1,300	.014	.014

COLORADO

City	Trade Area	Date Estab.	City	Paper	Net Paid Circulation	Line	Rate
2,250	5,000	1885	Aspen	Democrat-Times (r)	500	.011	.011
10,989	.....	1889	Boulder	Camera (r)	2,115	.018	.018
		1906		News-Herald (r)	2,135	.021	.021
4,551	12,000	1906	Canon City	Record (r)	1,783	.018	.018
30,105	43,000	1872	Colorado Springs	Gazette (b)	4,959	...	...
		1872		Telegraph (r)	7,561	...	...
				Combined daily (e)	12,520	.07	.07
				Sunday edition (m)	.....	.07	.07
			(Sunday editions of Gazette and Telegraph combined May, 1923. Circulations as of March 31, 1923, were: Gazette, 7,206; Telegraph, 7,524.)				
23,251	.....	1893	Cripple Creek	Times-Record (c)	1,025	.018	.018
				Sunday edition (m)	1,025	.018	.018
263,372	350,000	1906	Denver	Express (r)	16,177	.05	.05
		1893		Post (s)	138,956	.25	.25
				Sunday edition (m)	201,640	.30	.30
		1859		Rocky Mt. News (a)	30,049	...	...
		1870		Times (r)	23,849	...	...
				Combined daily (e)	53,898	.18	.18
				Sunday edition (m)	52,815	.13	.13
4,116	.....	1892	Durango	Democrat (c)	2,217	.018	.018
				Sunday edition (m)	2,217	.018	.018
		1881		Herald (r)	2,195	.018	.018
3,000	8,000	1899	Florence	Citizen (r)	760	.014	.014
8,755	.....	1878	Fort Collins	Courier (r)	1,506	...	...
		1870		Express (c)	2,555	...	...
				Combined daily (e)	4,061	.035	.035
				Sunday Express (m)	2,555	.035	.035
			(Sunday space includes one insertion either Saturday or Monday Courier.)				
3,818	9,500	1908	Fort Morgan	Times (r)	1,175	.018	.018
10,478	.....	1882	Grand Junction	News (c)	3,133	.018	.018
				Sunday edition (m)	3,133	.018	.018
		1893		Sentinel (r)	3,307	.02	.02
10,833	30,000	1903	Greeley	Tribune-Republican (b)	1,078	...	...
				Evening edition (r)	2,585	...	...
				Combined daily (e)	3,663	.025	.025
4,964	.....	1897	La Junta	Democrat (r)	750	.014	.014
3,000	.....	1920	Lamar	News (r)	830	.018	.018
4,959	.....	1879	Leadville	Herald-Democrat (a)	2,981	.025	.025
				Sunday edition (m)	2,981	.025	.025
5,848	12,000	1898	Longmont	Call (r)	1,335	.021	.021
		1892		Times (r)	1,335	.018	.018
5,279	.....	1880	Loveland	Reporter-Herald (r)	1,925	.021	.021
3,980	12,000	1908	Montrose	Press (r)	2,056	.02	.02
			(Montrose Enterprise suspended publication March 1 and Press now swears to circulation of more than 2,500.)				
42,908	97,500	1871	Pueblo	Chieftain (a)	7,439	.04	.04
				Sunday edition (m)	9,676	.04	.04
		1901		Star-Journal (s)	9,802	.04	.04
				Sunday edition (m)	9,844	.04	.04



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Population - 180,000
With Suburbs 225,000

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Daily and Sunday

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Boston New York Chicago Detroit

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

COLORADO—Continued

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
6,415	30,000	1910	Sterling	Advocate (r)	4,215	.036	.036
2,000	.....	1894	Telluride	Journal (r)	606	.01	.01
10,900	50,000	1880	Trinidad	Chronicle-News (s)	2,875	.02	.02
				Picketwire (r)	3,219	.025	.025
		1915		Sunday edition (m)	2,875	.02	.02

CONNECTICUT

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
40,797	.....	1871	Ansonia	Sentinel (r)	6,701	.025	.025
143,538	236,975	1915	Bridgeport	Life (y)	13,395	.07	.07
		1890		Herald (m)	19,867	.06	.06
			(Combination with Waterbury Herald rate, .09)				
		1883		Post (s)	30,474	...	...
				Telegram (b)	13,628	...	...
				Combined daily (e)	44,102	.14	.14
				Sunday Post (m)	19,404	.09	.09
		1919		Star (r)	15,765	.04	.04
		1790		Times & Farmer (r)	16,006	.035	.035
20,620	.....	1916	Bristol	Press (r)	3,727	.02	.02
22,325	.....	1883	Danbury	News (r)	6,885	.018	.018
138,036	373,000	1837	Hartford	Courant (a)	28,813	.07	.07
				Sunday edition (m)	47,859	.10	.10
		1841		Times (r)	45,531	.12	.12
18,370	.....	1914	Manchester	Herald (r)	3,853	.02	.02
29,867	78,000	1886	Meriden	Journal (r)	5,946	.03	.025
		1860		Record (b)	7,160	.03	.025
13,638	50,000	1884	Middletown	Press (r)	7,787	.03	.025
15,051	.....	1885	Naugatuck	News (r)	2,375	.02	.02
59,312	107,074	1876	New Britain	Herald (r)	8,540	.035	.035
		1855		Record (r)	7,762	.039	.032
162,519	290,000	1766	New Haven	Journal-Courier (b)	17,822	.05	.05
		1812		Register (s)	35,514	.095	.09
				Sunday edition (m)	35,514	.095	.09
		1892		Times-Leader (r)	17,405	.06	.06
		1871		Union (s)	15,191	.05	.04
				Sunday edition (m)	15,191	.05	.04
25,688	70,000	1881	New London	Day (r)	10,725	.045	.045
		1890		Globe (r)	.....	.011	.011
27,557	34,000	1871	Norwalk	Hour (r)	5,204	.03	.03
29,685	75,000	1888	Norwich	Record (r)	3,604	.03	.025
		1850		Bulletin (b)	11,283	.05	.05
.....	.....	1870	South Norwalk	Sentinel (r)	3,129	.021	.021
35,086	75,000	1892	Stamford	Advocate (r)	8,519	.035	.03
		1923		Sentinel (b)	.....	...	...
20,623	.....	1889	Torrington	Register (r)	4,355	.02	.02
91,715	140,000	1881	Waterbury	Democrat (r)	8,839	.04	.035
		1888		Herald (m)	15,287	.06	.06
			(See Bridgeport Herald)				
		1844		American (r)	9,620	...	...
		1881		Republican (a)	11,563	...	...
				Combined daily (e)	21,183	.075	.07
				Sunday Republican (m)	12,937	.045	.04
			(Sunday Republican and Evening American sold at same rates as Morning and Evening Combination.)				
12,330	18,000	1877	Willimantic	Chronicle (r)	3,100	.03	.015
8,248	.....	1888	Winsted	Citizen (r)	2,268	.014	.009

DELAWARE

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
110,168	250,000	1871	Wilmington	Every Evening (r)	13,467*	.05	.05
		1888		Journal (r)	20,043*	.06	.06
		1882		News (b)	7,758*	.04	.04
				Combined daily (e)	27,801	.08	.08
		1881		Star (m)	14,926*	.06	.06

DISTRICT OF COLUMBIA

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
437,571	697,551	1906	Washington	Herald (a)	46,923	.15	.15
				Sunday edition (m)	126,747	.28	.28
		1921		News (r)	43,380	.18	.18
		1852		Star (s)	90,864	.20	.20
				Sunday edition (m)	93,555	.20	.20
		1878		Post (a)	56,377	.19	.18
				Sunday edition (m)	71,184	.21	.20
		1894		Times (r)	62,555	.18	.18
			(Combined with Morning Herald for .25 per line)				

FLORIDA

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
3,868	.....	1922	Bradentown	Herald (r)	950	.021	.021
3,500	.....	1914	Clearwater	Sun (r)	1,627	.021	.021
5,945	12,000	1915	Daytona	Journal (c)	2,543	.025	.025
				Sunday edition (m)	2,543	.025	.025
		1905		News (s)	3,099	.03	.03
				Sunday edition (m)	3,099	.03	.03
3,324	14,000	1915	DeLand	News (r)	2,015	.02	.02
3,678	.....	1884	Fort Myers	Press (r)	1,436	.021	.021
		1922		Tropical News (a)	1,000	.018	.018
				Sunday edition (m)	1,000	.018	.018
5,286	31,000	1919	Gainesville	News (r)	1,138	.02	.02
		1881		Sun (a)	1,735	.015	.015
				Sunday edition (m)	1,735	.015	.015
91,558	300,000	1866	Jacksonville	Fla. Times-Union (a)	35,867*	.09	.09
				Sunday edition (m)	39,624*	.10	.10
		1887		Journal (r)	19,665*	.07	.07
18,749	.....	1879	Key West	Citizen (r)	2,271	.02	.02
7,062	42,000	1911	Lakeland	Star-Telegram (a)	3,951	.03	.03
				Sunday edition (m)	3,951	.03	.03
29,549	45,000	1910	Miami	Herald (a)	15,840	.06	.06
				Sunday edition (m)	18,516	.07	.07
		1904		News-Metropolis (r)	11,376	.05	.05
4,914	.....	1895	Ocala	Star (r)	900	.011	.011
9,282	19,980	1876	Orlando	Reporter-Star (r)	3,320	.025	.025
		1912		Sentinel (c)	4,013	.035	.035
				Sunday edition (m)	4,770	.035	.035
7,115	17,650	1900	Palatka	News (t)	1,990	.015	.015
				Sunday edition (m)	1,990	.015	.015
1,135	.....	1922	Palm Beach	Times (t)	3,197	.04	.04
				Sunday edition (m)	3,197	.04	.04
31,035	38,000	1898	Pensacola	Journal (a)	5,339	.03	.03
				Sunday edition (m)	.....	.04	.04
		1886		News (s)	4,136	.03	.03
				Sunday edition (m)	5,183	.03	.03
6,192	12,000	1889	St. Augustine	Record (r)	2,333	.02	.02
14,237	32,000	1908	St. Petersburg	Independent (r)	5,420	.03	.03
		1884		Times (c)	6,058	.03	.03
				Sunday edition (m)	6,058	.03	.03
5,588	.....	1920	Sanford	Herald (r)	1,400	.021	.021
5,365	22,000	1914	Tallahassee	Democrat (r)	.....	.018	.018
61,101	187,628	1891	Tampa	Times (r)	14,009	.05	.05
		1892		Tribune (a)	19,319	.06	.06
				Sunday edition (m)	31,966	.07	.07
8,569	.....	1908	West Palm Beach	Palm Beach Post (a)	4,791	.04	.04
				Sunday edition (m)	4,791	.04	.04
		1922		Times (t)	3,197	.04	.04
				Sunday edition (m)	3,197	.04	.04

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

GEORGIA

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
11,555	.....	1890	Albany	Herald (r)	5,498	.03	.03
9,010	.....	1878	Americus	Times-Recorder (r)	2,398	.02	.02
16,748	250,000	1832	Athens	Banner-Herald (t)	2,553	.035	.035
				Sunday edition....(m)	3,870	.035	.035
			(Banner and Herald merged Feb. 12, 1923)				
235,704	1,215,736	1868	Atlanta	Constitution (a)	63,184	.13	.13
				Sunday edition....(m)	78,921	.13	.13
		1883		Journal (s)	63,980	.14	.14
				Sunday edition....(m)	96,341	.14	.14
		1906		Georgian (r)	47,338	.12	.12
		1913		Sunday American.(m)	116,753	.15	.15
54,290	350,000	1785	Augusta	Chronicle (a)	10,072*	.045	.045
				Sunday edition....(m)	10,349*	.045	.045
		1892		Herald (s)	13,352*	.05	.05
				Sunday edition....(m)	13,458*	.05	.05
14,413	.....	1901	Brunswick	News (c)	3,100	.03	.03
				Sunday edition....(m)	3,100	.03	.03
31,135	75,000	1828	Columbus	Enquirer-Sun (a)	6,248	.03	.03
				Sunday edition....(m)	6,016	.03	.03
		1886		Ledger (t)	9,915	.04	.04
				Sunday edition....(m)	10,012	.04	.04
6,538	.....	1908	Cordele	Dispatch (s)	1,536	.014	.014
				Sunday edition....(m)	1,536	.014	.014
7,707	.....	1884	Dublin	Courier-Herald (r)	.....	.021	.021
6,272	.....	1860	Gainesville	Eagle (r)	.....	.018	.018
8,240	17,000	1871	Griffin	News & Sun (r)	1,068	.021	.014
17,038	.....	1842	La Grange	Reporter (t)	1,023	.014	.014
				Sunday edition....(m)	2,488	.021	.021
52,995	250,000	1884	Macon	News (r)	20,585	.06	.06
				Sunday edition....(m)	20,950	.06	.06
		1826		Telegraph (a)	21,328	.06	.06
				Sunday edition....(m)	22,724	.06	.06
6,789	.....	1905	Moultrie	Observer (r)	1,200	.014	.014
13,252	151,660	1919	Rome	News (t)	3,406	.025	.025
				Sunday edition....(m)	3,406	.025	.025
		1843		Tribune-Herald (c)	2,439	.025	.025
				Sunday edition....(m)	2,439	.025	.025
83,252	371,576	1850	Savannah	News (a)	21,227*	.05	.05
				Sunday edition....(m)	23,365*	.06	.06
		1891		Press (r)	15,394*	.05	.05
8,196	.....	1855	Thomasville	Times-Enterprise (r)	1,400	.014	.014
3,005	.....	1914	Tifton	Gazette (r)	1,114	.014	.014
10,783	.....	1865	Valdosta	Times (r)	2,444	.02	.02
18,068	.....	1883	Waycross	Journal-Herald (r)	3,100	.025	.025

IDAHO

City	Trade Area	Estab.	City	Paper	Net Paid Circulation	Line	Rate
21,393	100,000	1901	Boise	Capital News (s)	11,248	.04	.04
				Sunday edition....(m)	10,966	.04	.04
		1864		Idaho Statesman.....(a)	14,524	.05	.05
				Sunday edition....(m)	15,154	.05	.05
5,106	.....	1919	Caldwell	News (r)	.....	.025	.025
6,447	.....	1910	Coeur D'Alene	American (r)	1,350	.021	.021
		....		Press (r)	1,407	.013	.013
8,064	60,000	1903	Idaho Falls	Post (e)	3,608	.026	.026
				Sunday edition....(m)	3,847	.026	.026
6,574	.....	1892	Lewiston	Tribune (a)	4,385	.029	.023
				Sunday edition....(m)	4,385	.029	.023
5,234	.....	1911	Moscow	Star-Mirror (r)	1,625	.018	.018
7,621	.....	1919	Nampa	Free Press (c)	4,117	.03	.03
				Sunday edition....(m)	4,117	.03	.03
15,001	.....	1892	Pocatello	Tribune (r)	4,498	.029	.029
8,324	30,000	1904	Twin Falls	News (c)	2,600	.03	.03
				Sunday edition....(m)	2,603	.03	.03
		1918		Times (r)	3,015	.035	.035
3,500	.....	1913	Wallace	Press-Times (c)	1,815	.03	.03
				Sunday edition....(m)	1,815	.03	.03

ILLINOIS

City	Trade Area	Estab.	City	Paper	Net Paid Circulation	Line	Rate
15,001	.....	1836	Alton	Telegraph (r)	6,006	.03	.03
		1909		Times (r)	4,220	.02	.02
36,265	83,000	1846	Aurora	Beacon-News (r)	15,773	.055	.055
				Sunday edition....(m)	.....	.055	.055
		1921		Star (b)	.....	.055	.055
24,823	50,000	1839	Belleville	Advocate (r)	4,630	.025	.025
		1855		News-Democrat (r)	6,779	.02	.02
7,111	.....	1890	Beardstown	Illinoian-Star (r)	.....	.013	.012
7,804	15,000	1892	Belvidere	Republican (r)	2,903	.021	.021
7,201	.....	1922	Benton	News (r)	2,146	.02	.02
28,725	170,000	1880	Bloomington	Bulletin (t)	5,935	.035	.035
				Sunday edition....(m)	7,900	.035	.035
		1846		Pantagraph (b)	17,705	.05	.05
15,203	110,873	1868	Cairo	Bulletin (a)	2,027	.015	.015
				Sunday edition....(m)	2,017	.015	.015
		1899		Citizen (r)	3,958	.025	.025
10,928	50,000	1912	Canton	Ledger (r)	4,213*	.025	.025
		1890		Register (r)	2,687*	.02	.02
6,267	.....	1903	Carbondale	Free Press (r)	1,436	.015	.015
5,212	.....	....	Carlinville	Enquirer (r)	771	.014	.014
15,119	37,324	1884	Centralia	Sentinel (r)	5,449	.0275	.0275
26,103	55,000	1852	Champaign	News-Gazette (t)	11,041	.045	.045
				Sunday edition....(m)	11,050	.045	.045
6,615	.....	1840	Charleston	Courier (r)	2,923	.02	.02
		1892		News (e)	.....	.018	.018
2,701,705	3,500,000	1900	Chicago	American (r)	404,916	.65	.65
		1873		Drovers' Journal (r)	40,125	.13	.13
		1881		Herald & Examiner..(a)	340,591	.55	.55
				Sunday edition....(m)	879,471	1.00	1.00
		1844		Journal (r)	119,452	.24	.24
		1920		Journal of Commerce.(b)	18,134	.255	.20
		1876		News (r)	386,155	.70	.70
		1890		Post (r)	45,563	.18	.12
		1847		Tribune (a)	537,134	.80	.80
				Sunday edition....(m)	884,706	1.15	1.15
5,898	20,000	1898	Clinton	Journal (c)	2,001	.025	.025
				Sunday edition....(m)	1,990	.025	.025
		1895		Public (r)	1,274	.012	.012
33,750	132,168	1866	Danville	Commercial News....(r)	19,155	.055	.055
		1886		Press (c)	10,698	.0325	.03
				Sunday edition....(m)	10,698	.0325	.03
43,818	100,000	1880	Decatur	Herald (a)	17,318	.05	.05
				Sunday edition....(m)	17,166	.05	.05
		1878		Review (r)	18,268	.05	.05
				Sunday edition....(m)	16,996	.05	.05
7,871	.....	1897	DeKalb	Chronicle (r)	2,971	.02	.02
		1914		Independent (r)	.....	.007	.007
8,191	27,750	1851	Dixon	Telegraph (r)	4,120*	.03	.03
7,285	.....	1895	DuQuoin	Call (r)	.....	.015	.015
66,740	75,000	1889	East St. Louis	Journal (t)	10,210	.05	.05
				Sunday edition....(m)	11,362	.05	.05
5,336	.....	1862	Edwardsville	Intelligencer (r)	3,847	.02	.02
4,024	.....	1898	Effingham	Record (r)	3,350	.043	.032
5,004	.....	1921	Eldorado	Journal (r)	1,260	.018	.018
27,454	50,000	1878	Elgin	Courier (r)	8,625	.035	.035
		1871		News (r)	6,608	.03	.03
37,234	.....	1912	Evanston	News-Index (r)	5,371	.04	.04
19,669	100,000	1847	Freeport	Journal-Standard (r)	8,831	.04	.04
4,272	.....	1847	Galena	Gazette (r)	1,200	.011	.011
		1891		Mail (r)	8,489	.03	.03

In Scores of Space Buyers' Offices

We have found copies of the

EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK

in daily use. Naturally they show the effects of wear, and we presume that your copy of this *unequalled reference book of advertising and publishing* has become a bit "thumb worn."

We have a Limited Number of the $2.00 Cloth Bound Edition

Order your "permanent" copy now

"It's as Necessary as Ink"

The Editor & Publisher Company

1115 World Bldg., 63 Park Row
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Comparisons Are Necessary!

To the advertiser who's buying results by buying newspaper space, comparisons give the key to the situation.

He compares advertising lineage to find out what newspaper in a city brings results to advertisers. He compares circulation statements to find out what newspaper can deliver his message to the greatest number of interested readers.

So, to that advertiser, the circulation statements below are valuable. They will settle for him definitely what newspaper he will use to cover the Indianapolis Radius.

The Indianapolis News

Statement for Period ending March 31st, 1923

City	76,764
Suburban	24,605
Country	25,964
Total	127,333

The Indianapolis News

Daily Average Net Paid Circulation for April and May, 1923

April		May	
City	78,174	City	78,902
Suburban	24,505	Suburban	23,665
Country	24,939	Country	24,946
Total	127,618	Total	127,513

Total Daily Average Net Paid Circulation for Period from March 31 to May 31

City	78,538
Suburban	24,085
Country	24,942
Total	127,565

Circulation figures, however, tell only part of the story of News dominance. Fifty years of constructive newspaper publishing have given The Indianapolis News a reader responsiveness which makes it possible for this great newspaper to carry year after year, and at higher rates, nearly as much advertising copy as all other local papers combined.

The Indianapolis News is a six-day evening newspaper. The statement above includes all other Indianapolis papers morning, evening and Sunday combined.

The Indianapolis News

Chicago Office
J. E. LUTZ
The Tower Bldg.

FRANK T. CARROLL
Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau Street

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

ILLINOIS—Continued

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
23,785	61,330	1870	Galesburg	Republican-Register (r)	8,488	.03	.03
7,125	.....	1908	Harrisburg	Register (r)	4,463	.0325	.0325
10,986	.....	1923	Herrin	Journal (r)	.....	.018	.018
5,451	.....	1872	Hoopeston	Chronicle-Herald (r)	1,709	.018	.018
15,713	40,000	1876	Jacksonville	Courier (r)	2,834	.023	.023
		1866		Journal (c)	4,217	.031	.029
				Sunday edition (m)	4,294	.031	.029
3,839	.....	1898	Jerseyville	Democrat (p)	500	.006	.004
38,406	90,000	1839	Joliet	Herald-News (s)	17,912	.055	.055
				Sunday edition (m)	17,612	.055	.055
16,721	85,000	1892	Kankakee	News (r)	5,316	.02	.02
		1884		Republican (r)	6,617	.02	.02
18,026	25,000	1894	Kewanee	Star-Courier (r)	3,824	.02	.02
13,050	40,000	1894	La Salle	Post (r)	.....	.02	.02
		1891		Tribune (r)	2,948	.02	.02
5,080	.....	1922	Lawrenceville	Record (r)	1,227	.015	.015
2,279	.....	1896	Lewistown	Record (r)	1,045	.013	.013
11,882	30,000	1856	Lincoln	Courier (r)	2,834*	.02	.02
		1911		Star (r)	1,643*	.02	.02
6,200	.....	1886	Litchfield	News-Herald (r)	2,347	.015	.015
		1913		Union (r)	.....	.024	.024
6,714	.....	1904	Macomb	By-Stander (r)	2,023	.011	.011
		1894		Journal (r)	4,382	.02	.02
9,582	.....	1902	Marion	Post (r)	1,525	.015	.015
		1908		Republican (r)	3,009	.02	.02
3,391	.....	1921	Marseilles	Press (r)	.....	.018	.018
13,552	23,992	1857	Mattoon	Journal-Gazette (r)	4,897*	.025	.025
30,743	175,000	1878	Moline	Dispatch (r)	9,559	.04	.04
8,116	.....	1846	Monmouth	Atlas (r)	3,008	.02	.02
		1855		Review (r)	2,934	.018	.018
4,505	.....	1878	Morris	Herald (r)	2,475	.015	.015
7,456	16,000	1839	Mt. Carmel	Republican-Register (r)	2,976	.018	.018
2,000	.....	1890	Mt. Carroll	Mirror-Democrat (r)	1,180	.021	.021
9,815	.....	1921	Mt. Vernon	Herald (r)	4,876	.02	.02
		1884		Register-News (r)	5,811	.025	.025
10,703	37,000	1890	Murphysboro	Independent (r)	2,937	.015	.015
		1907		Republican-Era (r)	2,954	.015	.015
4,491	.....	1898	Olney	Mail (r)	1,740	.012	.012
10,816	47,310	1840	Ottawa	Free Trader Journal (r)	4,682	.021	.021
		1844		Republican-Times (r)	5,004*	.025	.025
6,122	15,000	1869	Paña	Palladium (r)	1,200	.014	.014
7,985	.....	1848	Paris	Beacon (r)	1,812	.015	.015
		1893		Gazette (c)	.....	.016	.016
				Sunday edition (m)	.....	.016	.016
		1908		News (r)	2,680	.02	.02
3,033	.....	1898	Paxton	Record (1)	.....	.009	.009
12,086	.....	1853	Pekin	Times (r)	4,486	.025	.025
84,849	150,000	1871	Peoria	Journal (r)	22,234	...	...
		1880		Transcript (b)	10,414	...	...
				Combined Daily (e)	32,648	.09	.09
				Sunday Jnl.-Trans. (m)	22,189	.09	.09
		1897		Star (s)	26,508	.06	.06
				Sunday edition (m)	19,050	.06	.06
8,869	.....	1887	Peru	News-Herald (r)	.....	.018	.018
6,664	18,000	1895	Pontiac	Leader (r)	3,291	.018	.018
35,978	193,398	1835	Quincy	Herald (r)	13,660	.045	.045
		1838		Whig-Journal (t)	16,582	.05	.05
				Sunday edition (m)	17,711	.06	.06
8,000	.....	1919	Robinson	News (r)	1,376	.015	.015
65,651	150,000	1840	Rockford	Register-Gazette (r)	13,301	.04	.04
		1896		Republic (r)	8,069	.03	.03
		1888		Star (c)	12,552	.04	.04
				Sunday edition (m)	14,342	.05	.05
35,177	170,000	1851	Rock Island	Argus (r)	10,994	.04	.04
5,237	.....	1917	Savanna	Times-Journal (r)	2,084	.018	.018
3,590	.....	1887	Shelbyville	Union (r)	1,248	.011	.011
59,183	350,000	1831	Springfield	State Journal (a)	27,795	.06	.06
				Sunday edition (m)	23,786	.06	.06
		1836		State Register (s)	25,234	.06	.06
				Sunday edition (m)	22,301	.06	.06
11,109	45,000	1854	Sterling	Gazette (r)	5,634	.03	.03
14,779	44,316	1873	Streator	Free Press (r)	3,737	.02	.02
		1884		Independent-Times (r)	3,448	.02	.02
5,806	38,000	1895	Taylorville	Breeze (r)	1,659	.014	.014
		1896		Courier (r)	3,825	.02	.02
10,230	.....	1876	Urbana	Courier (r)	3,087	.025	.025
19,226	60,000	1921	Waukegan	News (r)	3,305	.025	.025
		1897		Sun (r)	3,650	.03	.03
8,471	.....	1918	West Frankfort	American (r)	2,800	.021	.021

INDIANA

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
4,172	.....	1880	Alexandria	News (r)	.....	.011	.011
		1885		Times-Tribune (r)	1,211	.014	.014
29,767	100,000	1885	Anderson	Bulletin (r)	6,658*	.03	.03
		1868		Herald (c)	7,650*	.03	.03
				Sunday edition (m)	9,294*	.03	.03
3,392	.....	1851	Attica	Ledger & Tribune (r)	1,950	.021	.021
4,650	.....	1870	Auburn	Star (r)	2,000	.014	.014
9,076	.....	1892	Bedford	Democrat (r)	1,250	.018	.018
		1892		Mail (r)	3,150	.018	.018
7,635	28,000	1919	Bicknell	News (r)	2,562	.02	.02
11,595	.....	1877	Bloomington	Telephone (r)	.....	.02	.02
		1893		World (r)	3,846	.02	.02
5,391	15,000	1899	Bluffton	Banner (r)	2,490	.015	.015
		1892		News (r)	2,607	.015	.015
9,293	20,000	1888	Brazil	Times (r)	4,571	.025	.025
10,962	.....	1912	Clinton	Clintonian (r)	2,958	.02	.02
3,499	8,090	1890	Columbia City	Commercial-Mail (r)	1,450	.021	.021
		1896		Post (r)	1,350	.014	.014
8,990	25,000	1882	Columbus	Herald (r)	.....	.011	.011
		1915		Ledger (t)	3,453	.02	.02
				Sunday edition (m)	3,453	.02	.02
		1877		Republican (r)	3,447	.025	.025
9,901	17,000	1887	Connersville	News-Examiner (r)	.....	.025	.025
10,139	38,000	1848	Crawfordsville	Journal (r)	3,218	.02	.02
		1885		Review (b)	5,200	.025	.025
4,762	.....	1903	Decatur	Democrat (r)	3,144	.025	.025
3,031	.....	1899	Dunkirk	News (r)	.....	.014	.014
3,000	.....	1875	Edinburg	Courier (r)	1,600	.02	.02
24,277	60,000	1892	Elkhart	Truth (r)	10,224	.04	.04
10,790	.....	1891	Elwood	Call-Leader (r)	3,040	.013	.013
85,264	600,568	1845	Evansville	Courier (a)	26,325	.06	.06
		1832		Journal (s)	13,317	.04	.04
				Combined daily (e)	39,642	.08	.08
				Sunday edition (m)	.....	.08	.08
		1908		Press (r)	18,799	.045	.045
86,549	300,000	1863	Fort Wayne	Journal-Gazette (a)	26,279*	.07	.07
				Sunday edition (m)	31,008*	.07	.07
		1833		News-Sentinel (r)	38,328*	.09	.09
11,585	26,000	1885	Frankfort	Crescent-News (r)	4,030	.02	.02
		1877		Times (c)	6,240	.03	.03
				Sunday edition (m)	6,240	.03	.03
5,500	.....	1885	Franklin	Star (r)	2,573	.018	.018
55,344	100,000	1909	Gary	Post-Tribune (r)	10,411	.05	.05
9,525	24,000	1837	Goshen	Democrat (r)	2,380	.015	.015
		1856		News-Times (r)	3,244*	.02	.02
314,194	800,000	1895	Indianapolis	Commercial (b)	4,178	.06	.05
		1869		News (r)	127,361*	.23	.23
		1903		Star (a)	101,443	.18	.18
				Sunday edition (m)	128,420	.25	.25
		1888		Times (r)	54,637	.12	.12

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

INDIANA—Continued

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
5,000	.....	1850	Greencastle	Banner (r)	1,950	.014	.014
		1906		Herald (r)	1,850	.014	.014
4,500	.....	1889	Greenfield	Reporter (r)	2,170	.014	.014
5,345	.....	1894	Greensburg	News (r)	3,111	.02	.02
		1910		Times (r)	2,088	.014	.014
36,004	200,000	1906	Hammond	Times (r)	13,309	.05	.05
6,183	.....	1893	Hartford City	News (e)	2,517	.02	.02
		1886		Times-Gazette (e)	2,435	.02	.02
14,000	40,000	1848	Huntington	Herald (r)	3,597*	.02	.02
		1912		Press (c)	3,568*	.025	.025
				Sunday edition (m)	3,811*	.025	.025
10,098	15,000	1922	Jeffersonville	Bulletin (r)	430	.02	.02
		1872		News (r)	975	.014	.014
5,273	25,000	1890	Kendallville	News-Sun (r)	2,125	.018	.018
30,067	45,000	1870	Kokomo	Dispatch (c)	7,282	.03	.03
				Sunday edition (m)	7,282	.04	.04
		1848		Tribune (r)	8,998	.04	.04
26,316	65,000	1829	Lafayette	Journal & Courier (b)	7,076	...	...
				Evening Edition (r)	12,208	...	...
				Combined daily (e)	19,284	.06	.06
15,158	44,000	1895	La Porte	Argus (r)	2,511	.018	.018
		1888		Herald (r)	4,027	.025	.025
6,257	.....	1891	Lebanon	Reporter (r)	3,287	.018	.018
5,845	35,000	1898	Linton	Citizen (r)	2,813	.018	.018
		1844	Logansport	Pharos-Tribune (r)	10,317	.04	.04
		1921		Press (c)	6,678	.03	.03
				Sunday edition (m)	6,793	.03	.03
6711	20,000	1849	Madison	Courier (r)	2,958	.02	.02
		1871		Herald (r)	1,130	.011	.009
23,747	54,500	1865	Marion	Chronicle (r)	8,872	.035	.035
		1889		Leader-Tribune (c)	8,074	.03	.03
				Sunday edition (m)	8,718	.03	.03
4,895	.....	1889	Martinsville	Reporter (r)	1,551	.011	.011
19,475	.....	1881	Michigan City	Dispatch (r)	3,068	.015	.015
		1882		News (r)	3,779	.023	.023
2,800	.....	1896	Monticello	Journal (r)	1,025	.015	.015
5,284	.....	1891	Mt. Vernon	Democrat (r)	1,250	.014	.014
36,524	150,000	1890	Muncie	Press (r)	10,309	.04	.03
		1899		Star (a)	23,800	.07	.07
				Sunday edition (m)	15,987	.07	.07
22,992	60,000	1888	New Albany	Tribune (r)	1,605	.015	.015
17,500	32,000	1841	Newcastle	Courier (r)	4,103	.025	.025
		1905		Times (r)	2,825	.025	.025
4,758	15,000	1888	Noblesville	Ledger (r)	3,156	.018	.018
12,561	28,000	1893	Peru	Chronicle (r)	.....	.015	.015
		1884		Journal (e)	3,575	.029	.029
		1921		Tribune (r)	3,525	.02	.02
4,338	.....	1894	Plymouth	Democrat (r)	2,352	.021	.021
		1851		Pilot (r)	2,120	.02	.02
5,958	15,000	1861	Portland	Commercial-Review (e)	2,569	.015	.015
		1915		Republican (r)	2,335	.014	.014
		1871		Sun (r)	2,418	.014	.014
7,132	29,201	1846	Princeton	Clarion-News (r)	1,847	.014	.014
		1860		Democrat (r)	2,457	.014	.014
2,912	.....	1897	Rensselaer	Republican (r)	712	.013	.013
26,765	72,000	1878	Richmond	Item (c)	11,108	.045	.045
				Sunday edition (m)	11,462	.045	.045
		1831		Palladium (r)	12,151	.05	.05
3,720	17,000	1897	Rochester	Sentinel (r)	1,475	.014	.014
		1922		Sun (r)	1,473	.014	.014
		1856		Republican (s)	.....	.014	.014
				Sunday edition (m)	.....	.018	.018
5,850	22,000	1904	Rushville	Republican (r)	2,861	.015	.015
7,348	.....	1879	Seymour	Tribune (r)	2,280	.018	.018
9,701	26,000	1880	Shelbyville	Democrat (r)	3,816	.02	.02
		1854		Republican (r)	.....	.017	.017
86,178	230,000	1883	South Bend	News-Times (a)	10,031	...	...
				Evening edition (r)	10,991	...	...
				Combined daily (e)	21,022	.06	.06
				Sunday edition (m)	19,566	.06	.06
		1873		Tribune (s)	19,368	.06	.06
				Sunday edition (m)	18,852	.06	.06
4,489	.....	1905	Sullivan	Times (r)	2,950	.02	.02
66,083	190,000	1906	Terre Haute	Post (r)	14,116	.045	.045
		1903		Star (a)	24,942	.06	.06
				Sunday edition (m)	23,401	.06	.06
		1896		Tribune (s)	24,442	.06	.06
				Sunday edition (m)	23,031	.06	.06
4,878	.....	1855	Tipton	Times (r)	.....	.018	.018
		1895		Tribune (r)	2,614	.02	.02
5,580	.....	1874	Union City	Times (r)	2,260	.021	.021
6,518	.....	1870	Valparaiso	Messenger (r)	2,359	.015	.015
		1893		Vidette (r)	2,000	.011	.011
17,210	75,000	1883	Vincennes	Commercial (c)	5,239	.03	.03
				Sunday edition (m)	5,349	.03	.03
		1879		Sun (r)	3,584	.018	.018
9,875	.....	1859	Wabash	Plain Dealer (r)	2,500	.02	.02
		1884		Times-Star (r)	.....	.018	.018
5,478	30,000	1881	Warsaw	Times (r)	3,573	.021	.021
		1860		Union (r)	2,540	.02	.02
8,748	31,000	1886	Washington	Democrat (r)	2,672	.018	.018
		1905		Herald (r)	.....	.014	.014

IOWA

City	Trade Area	Estab.	City	Paper	Net Paid Circulation	Line	Rate
6,270	.....	1867	Ames	Tribune (r)	2,547	.03	.03
5,329	40,000	1879	Atlantic	News-Telegraph (r)	3,600	.03	.03
12,451	52,300	1865	Boone	News-Republican (r)	3,860	.028	.024
24,057	145,000	1837	Burlington	Gazette (r)	11,388	.04	.04
		1839		Hawk-Eye (c)	10,634	.04	.04
				Sunday edition (m)	13,709	.04	.04
6,316	.....	1899	Cedar Falls	Record (r)	1,675	.015	.015
45,556	225,000	1883	Cedar Rapids	Gazette (r)	20,636	.07	.07
		1902		Republican (t)	15,629	.05	.05
				Sunday edition (m)	15,882	.05	.05
8,486	.....	1894	Centerville	Iowegian & Citizen (r)	4,703	.02	.02
7,350	.....	1896	Charles City	Press & Intelligencer (r)	3,000	.029	.029
24,151	84,652	1858	Clinton	Advertiser (r)	8,150	.035	.035
		1856		Herald (r)	8,771	.035	.035
36,162	101,420	1857	Council Bluffs	Nonpareil (t)	15,486	.05	.05
				Saturday edition (y)	9,200	.05	.05
				Sunday edition (m)	15,376	.05	.05
8,034	26,000	1872	Creston	Advertiser (r)	3,765	.025	.025
56,727	395,094	1855	Davenport	Democrat & Leader (t)	15,047	.06	.06
				Sunday edition (m)	18,162	.06	.06
		1886		Times (r)	24,856	.07	.07
131,119	450,000	1882	Des Moines	Capital (s)	62,780	.14	.14
				Sunday edition (m)	28,769	.14	.14
		1881		News (r)	29,464	.10	.10
		1849		Register (a)	71,784	...	...
		1907		Tribune (r)	62,500	...	...
				Combined daily (e)	134,284	.25	.25
		1849		Sunday Register (m)	124,620	.25	.25
				Morning & Sunday (a)	.....	.37	.37
				Evening & Sunday (s)	.....	.37	.37
39,141	289,000	1920	Dubuque	American-Tribune (k)	14,889†	.05	.05
		1836		Telegraph-Herald (t)	17,886	.055	.055
				Sunday edition (m)	17,908	.055	.055
		1856		Times-Journal (t)	11,137	.05	.05
				Sunday edition (m)	11,197	.05	.05

THE federal census of 1920 gave Des Moines a population of 126,000. At present the population is generally figured in excess of 140,000. The Des Moines Capital has a circulation in the city of Des Moines alone of over 30,000 per day. The total circulation for the past five months has averaged 63,770, net paid.

The Des Moines Capital can deliver the Des Moines market to any national advertiser. The Des Moines market means the city of Des Moines and its actual trade territory covering a radius of from 75 to 100 miles. No Des Moines newspaper nor combination of newspapers can deliver more than the Des Moines market. No Des Moines newspaper nor combination of newspapers can deliver the Iowa market. No Des Moines newspaper can deliver the Sioux City market, the Davenport market, the Burlington market, the Cedar Rapids market, etc. It is not necessary to use a combination of newspapers in Des Moines to get the Des Moines market. The Capital at 14c a line will deliver the Des Moines market to any national advertiser, just as it has delivered for twenty-five years to department stores.

The Des Moines Capital competes with a publisher who advertises a morning and evening combination as a single newspaper with a single circulation. This confuses many national advertisers. The national advertiser who buys a morning and evening combination in Des Moines is overbuying the market.

The Des Moines Capital

"The Department Store Newspaper"

LAFAYETTE YOUNG, Publisher

SPECIAL REPRESENTATIVES:

O'MARA & ORMSBEE, INC.

New York - Chicago - San Francisco

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

IOWA—Continued

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
5,948	.....	1849	Fairfield	Ledger (r)	4,287	.03	.03
19,333	464,271	1856	Fort Dodge	Messenger & Chronicle (r)	9,519	.04	.04
12,066	35,000	1867	Fort Madison	Democrat (r)	4,515	.025	.021
14,000	50,000	1841	Iowa City	Press-Citizen (r)	5,639	.035	.035
14,423	81,972	1847	Keokuk	Gate City (r)	5,380*	.03	.03
17,731	50,000	1858	Marshalltown	Times-Republican (r)	10,046	.04	.04
20,065	105,000	1883	Mason City	Globe-Gazette & Times (r)	10,935	.04	.04
3,985	.....	1891	Missouri Valley	Times (r)	425	.017	.017
3,987	.....	1879	Mt. Pleasant	News (r)	1,385	.014	.014
16,068	79,103	1840	Muscatine	Journal (r)	8,022	.035	.035
6,627	27,855	1902	Newton	News (r)	2,363	.025	.025
7,455	.....	1896	Oelwein	Register (r)	2,714	.021	.021
9,427	.....	1887	Oskaloosa	Herald (r)	5,250	.029	.029
23,003	150,000	1848	Ottumwa	Courier (r)	13,323	.05	.05
5,642	.....	1894	Perry	Chief (r)	2,262	.025	.025
5,255	40,000	1891	Shenandoah	World (r)	2,692	.032	.032
71,227	400,000	1870	Sioux City	Journal (a)	27,018	...	...
				Evening edition (r)	25,587	...	...
				Combined daily (e)	52,605	.11	.11
				Sunday edition (m)	42,444	.11	.11
		1884		Tribune (b)	12,973	...	...
				Evening edition (r)	37,050	...	...
				Combined daily (e)	50,023	.11	.11
4,120	25,000	1886	Vinton	Cedar Valley Times (r)	4,431	.03	.03
4,697	15,000	1893	Washington	Journal (r)	2,816	.02	.02
36,230	200,000	1858	Waterloo	Courier (r)	15,909	.05	.05
		1879		Tribune (c)	10,023	.035	.035
				Sunday edition (m)	10,477	.035	.035
5,657	.....	1894	Webster City	Freeman-Journal (r)	1,840	.018	.018

KANSAS

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
4,895	.....	1896	Abilene	Chronicle (r)	1,015	.011	.011
		1887		Reflector (r)	1,300	.011	.011
11,253	.....	1911	Arkansas City	News (r)	.....	.02	.02
		1886		Traveler (r)	3,100	.019	.019
12,630	30,000	1877	Atchison	Globe (t)	7,099	.03	.03
				Sunday edition (m)	7,073	.03	.03
4,219	.....	1892	Augusta	Gazette (r)	2,108	.018	.018
3,315	13,866	1901	Beloit	Call (r)	2,142	.011	.011
2,250	.....	1892	Burlington	Republican (r)	2,243	.011	.011
3,427	.....	1919	Caney	Chronicle (r)	1,251	.021	.021
10,286	.....	1912	Chanute	Timesett (r)	Free	.025	.025
		1892		Tribune (r)	2,827	.0225	015
4,698	.....	1898	Cherryvale	Republican (r)	1,350	.015	.015
4,473	.....	1914	Clay Center	Dispatch-Republican (r)	.....	.014	.014
13,452	.....	1872	Coffeyville	Journal (r)	5,190	.025	.025
		1919		News (c)	4,676	.02	.02
				Sunday edition (m)	4,676	.02	.02
3,125	.....	1893	Columbus	Advocate (r)	.....	.011	.011
4,705	.....	1869	Concordia	Blade-Empire (r)	3,046	.021	.021
2,650	.....	1915	Council Grove	Guard (r)	1,228	.013	.013
5,061	.....	1911	Dodge City	Globe (r)	2,464	.025	.025
10,995	.....	1882	El Dorado	Times (r)	4,289	.03	.03
11,275	27,000	1890	Emporia	Gazette (r)	4,623	.025	.025
10,693	.....	1862	Fort Scott	Tribune-Monitor (r)	3,320	.025	.025
2,000	.....	1906	Frankfort	Index (r)	1,270	.014	.014
3,954	.....	1892	Fredonia	Herald (r)	1,550	.018	.018
4,712	6,600	1890	Galena	Times (r)	1,027	.018	.018
5,000	35,000	1876	Great Bend	Tribune (r)	3,261	.026	.019
23,298	75,000	1903	Hutchinson	Gazette (c)	10,526	.04	.04
				Sunday edition (m)	10,982	.04	.04
		1872		News (r)	12,870	.04	.04
11,920	.....	1881	Independence	Reporter (r)	3,125	.018	.018
		1912		Free Press (c)	3,147	.018	.018
				Sunday edition (m)	3,147	.018	.018
8,513	.....	1897	Iola	Register (r)	3,537	.025	.025
7,533	.....	....	Junction City	Union (r)	2,000	.02	.02
101,177	232,678	1892	Kansas City	Kansan (s)	22,196	.07	.07
				Sunday edition (m)	22,580	.07	.07
1,520	.....	1915	Kiowa	Record (c)	.....	.013	.013
				Sunday edition (m)	.....	.013	.013
12,546	40,000	1854	Lawrence	Journal-World (r)	5,206	.025	.025
16,912	60,000	1857	Leavenworth	Times (t)	6,763	.03	.03
				Sunday edition (m)	6,673	.035	.035
			(Leavenworth Evening Post bought by Times June 1. Circulation as of March 31 was 5,447.)				
3,200	.....	1905	Lyons	News (r)	1,480	.014	.014
4,595	.....	1885	McPherson	Republican (r)	1,146	.018	.014
7,989	.....	....	Manhattan	Chronicle (c)	2,286	.021	.021
				Sunday edition (m)	2,286	.021	.021
		1909		Mercury (r)	1,292	.014	.014
		1860		Nationalist (r)	.....	.021	.018
3,943	.....	1897	Neodesha	Sun (r)	1,130	.014	.014
9,781	.....	1885	Newton	Kansan-Republican (r)	2,890	.02	.02
2,300	.....	1907	Norton	Telegram (r)	1,600	.015	.015
9,018	22,580	1881	Ottawa	Herald (r)	4,305	.025	.025
16,028	.....	1905	Parsons	Republican (c)	5,680	.021	.021
				Sunday edition (m)	5,680	.021	.021
		1879		Sun (r)	5,843	.025	.025
18,052	150,000	1886	Pittsburg	Headlight (r)	8,890	.03	.03
		1915		Sun (c)	5,635	.03	.03
				Sunday edition (m)	5,635	.03	.03
5,111	.....	1917	Pratt	Tribune (r)	1,600	.025	.025
15,085	35,000	1887	Salina	Journal (r)	5,914	.025	.025
		1899		Union (t)	.....	.025	.025
				Sunday edition (m)	.....	.025	.025
50,022	110,000	1876	Topeka	Capital (a)	36,229	.09	.09
				Sunday edition (m)	37,781	.09	.09
		1874		State Journal (r)	21,074	.06	.06
7,048	.....	1901	Wellington	News (r)	2,100	.018	.018
72,128	281,405	1872	Wichita	Beacon (s)	43,832	.10	.10
				Sunday edition (m)	44,879	.10	.10
		1872		Eagle (a)	58,659	.15	.15
				Sunday edition (m)	69,732	.15	.15
.....	.....	....		Stockman (r)	8,200	.03	.03
7,933	37,000	1884	Winfield	Courier (r)	2,116	.018	.018
		1889		Free Press (r)	2,230	.014	.014

KENTUCKY

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
14,729	100,000	1895	Ashland	Independent (t)	5,304	.03	.03
				Sunday edition (m)	5,561	.03	.03
9,638	30,000	1882	Bowling Green	Park City News (r)	3,155	.025	.025
		1882		Times-Journal (r)	1,720	.018	.018
57,121	135,000	1892	Covington	Kentucky Post (r)	21,251	.055	.055
				(Circulated with Cincinnati Post)			
5,034	.....	1865	Danville	Advocate (r)	.....	.018	.014
		1908		Messenger (r)	2,810	.018	.018
9,805	.....	1900	Frankfort	State Journal (c)	3,192	.025	.025
				Sunday edition (m)	3,192	.025	.025
3,145	.....	1899	Fulton	Leader (r)	.....	.014	.014
12,169	76,000	1888	Henderson	Gleaner (c)	3,253	.025	.025
				Sunday edition (m)	3,799	.025	.025
		1899		Journal (r)	.....	.015	.015
9,696	.....	1869	Hopkinsville	New Era (r)	3,575	.018	.018

KENTUCKY—Continued

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
41,534	166,374	1870	Lexington	Herald (a)	15,629	.05	.05
				Sunday edition (m)	16,159	.05	.05
		1888		Leader (r)	18,094	.05	.05
				Sunday edition (m)	17,900	.05	.05
267,981	350,000	1830	Louisville	Courier-Journal (a)	51,484	.12	.12
				Sunday edition (m)	73,744	.16	.16
		1884		Times (r)	60,841	.16	.16
				Combined daily (e)	112,325	.21	.21
		1869		Herald (a)	41,950	.09	.09
				Sunday edition (m)	52,970	.09	.09
		1878		Post (r)	35,880	.09	.09
5,030	.....	1917	Madisonville	Messenger (r)	2,367	.02	.02
6,583	.....	1900	Mayfield	Messenger (r)	3,000	.03	.03
6,385	.....	1881	Maysville	Bulletin (b)	1,475	.014	.014
		1907		Independent (b)	.....	.02	.02
		1867		Public Ledger (r)	1,560	.014	.014
8,045	.....	....	Middlesboro	News (r)	1,553	.025	.025
21,060	100,000	1884	Owensboro	Inquirer (t)	5,161	.025	.025
				Sunday edition (m)	5,545	.025	.025
		1875		Messenger (c)	6,887	.03	.03
				Sunday edition (m)	7,005	.03	.03
24,735	110,000	1871	Paducah	News-Democrat (c)	7,900	.03	.03
				Sunday edition (m)	8,683	.03	.03
		1896		Sun (r)	6,910	.03	.03
5,622	.....	1862	Richmond	Register (r)	.....	.025	.025
7,866	.....	1878	Winchester	Sun (r)	4,720	.021	.021

LOUISIANA

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
17,510	.....	1883	Alexandria	Town Talk (r)	5,034	.03	.03
21,782	30,000	1842	Baton Rouge	State Times (r)	.....	.032	.025
6,108	.....	1899	Crowley	Signal (r)	850	.014	.014
3,824	.....	1898	Jennings	Times-Record (r)	.....	.014	.014
7,855	.....	1869	Lafayette	Advertiser (r)	1,550	.015	.015
13,088	.....	1895	Lake Charles	American-Press (r)	3,637	.03	.03
12,675	.....	1892	Monroe	News-Star (r)	3,135	.029	.025
339,075	387,219	1877	New Orleans	Item (s)	61,816	.15	.15
				Sunday edition (m)	95,992	.18	.18
		1879		States (s)	51,520	.12	.12
				Sunday edition (m)	74,014	.15	.15
		1837		Times-Picayune (a)	77,609	.16	.16
				Sunday edition (m)	103,381	.20	.20
3,389	.....	1905	Ruston	Leader (r)	.....	.007	.007
46,466	60,000	1905	Shreveport	Journal (r)	14,893	.05	.05
		1872		Times (a)	31,443	.07	.07
				Sunday edition (m)	46,515	.09	.09

MAINE

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
16,878	165,000	1825	Augusta	Kennebec Journal (b)	11,105	.05	.05
25,978	.....	1872	Bangor	Commercial (r)	15,080	.045	.04
		1834		News (b)	20,929	.045	.045
14,731	.....	1860	Bath	Times (r)	2,458	.018	.013
18,003	.....	1884	Biddeford	Journal (r)	5,035	.03	.02
		1895		Record (r)	2,829	.018	.011
31,791	120,000	1861	Lewiston	Journal (r)	13,712	.04	.04
				Saturday edition (y)	13,712	.045	.045
		1893		Sun (b)	14,004	.0425	.04
69,272	200,000	1882	Portland	Express (r)	27,639	.08	.07
		1887		Sunday Telegram (m)	28,059	.08	.07
		1862		Press-Herald (b)	27,992	.07	.07
				Sunday edition (m)	.....	.05	.05
13,151	.....	1904	Waterville	Sentinel (b)	5,921	.035	.035

MARYLAND

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
11,214	.....	1727	Annapolis	Capital (r)	2,400	.014	.014
733,826	850,000	1773	Baltimore	American (a)	65,088	.18	.18
				Sunday edition (m)	100,412	.25	.25
		1872		News (q)	108,690	.23	.23
				Sunday edition (v)	85,315	.23	.23
		1922		Post (r)	28,921	...	...
				(Established Nov. 20, 1922, now applicant for A. B. C. Will not accept advertising before Fall.)			
		1837		Sun (a)	118,407	...	...
		1910		Evening Sun (r)	114,864	...	...
				Combined daily (e)	233,271	.40	.40
		1901		Sunday edition (m)	163,270	.35	.35
7,467	.....	1897	Cambridge	Banner (r)	1,245	.011	.009
29,387	100,000	1869	Cumberland	Times (r)	12,305	.05	.05
		1870		News (b)	5,693	.03	.03
11,066	.....	1883	Frederick	News (r)	3,816	...	...
		1910		Post (b)	3,025	...	...
				Combined daily (e)	6,841	.03	.03
28,069	300,000	1879	Hagerstown	Globe (r)	2,476	.021	.018
		1873		Herald (b)	3,903*	...	...
		1880		Mail (r)	6,653*	...	...
				Combined daily (e)	10,556*	.05	.05

MASSACHUSETTS

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
10,036	.....	1888	Amesbury	News (r)	.....	.028	.018
19,731	40,000	1889	Attleboro	Sun (r)	5,189	.023	.018
3,052	.....	1907	Ayer	News & Times (r)	1,015	.018	.018
22,561	.....	1893	Beverly	Times (r)	5,237	.043	.036
748,000	2,574,115	1748	Boston	Advertiser (b)	82,805	.20	.20
		1904		Sunday Advertiser (m)	481,029	.70	.70
		1904		American (r)	238,592	.50	.50
		1908		Christian Science Monitor (r)	81,425	.50	.50
		1872		Globe (a)	116,657	....	....
		1872		Evening edition (r)	163,948	....	....
				Combined Daily (e)	280,605	.45	.45
				Sunday edition (m)	328,511	.55	.55
		1846		Herald (b)	115,206	....	....
		1825		Traveler (r)	125,969	....	....
				Combined daily (e)	241,255	.40	.40
		1861		Sunday Herald (m)	115,552	.30	.30
		1887		News-Bureau (e)	10,669	.35	.25
		1831		Post (a)	361,567	.60	.60
		1893		Sunday edition (m)	373,954	.55	.55
		1921		Telegram (r)	149,131	.25	.25
		1830		Transcript (t)	34,704	.20	.20
				Saturday edition (y)	55,214	.30	.30
66,254	.....	1880	Brockton	Enterprise (r)	22,393	.065	.065
		1895		Times (r)	9,037	.045	.045
43,184	.....	1890	Chelsea	Record (r)	2,935	.021	.018
12,979	23,075	1893	Clinton	Item (r)	2,736	.018	.013
120,485	152,000	1875	Fall River	Globe (r)	7,160	.03	.03
		1872		Herald (r)	14,209	.045	.045
		1859		News (r)	5,970	.02	.02
41,209	110,000	1873	Fitchburg	Sentinel (r)	10,959	.045	.035
16,785	.....	1897	Framingham	News (r)	.....	.021	.021
16,960	.....	1896	Gardner	News (r)	4,138	.024	.024
33,450	.....	1888	Gloucester	Times (r)	6,647	.025	.025
15,462	.....	1900	Greenfield	Recorder (r)	3,350	.018	.015

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

MASSACHUSETTS—Continued

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
53,884	100,000	1798	Haverhill	Gazette (r)	15,917	.05	.04
		1902		Sunday Record (m)	13,085	.05	.05
60,203	.....	1898	Holyoke	Telegram (r)	9,250	.03	.03
		1882		Transcript (r)	12,970	.05	.04
7,607	.....	1902	Hudson	Sun (r)	1,479	.018	.018
94,270	123,314	1884	Lawrence	Telegram (r)	7,786	.035	.03
		1855		Times (r)	.....	.065	.065
				Sunday Sun (m)	.....	.065	.065
		1890		Tribune (r)	16,444	....	....
		1868		Eagle (b)	1,842	....	....
				Combined daily (e)	18,286	.06	.06
19,475	.....	1873	Leominster	Enterprise (r)	3,895	.02	.016
112,759	175,000	1845	Lowell	Courier-Citizen (b)	16,640	....	....
				Leader (r)	4,708	....	....
				Combined daily (e)	21,348	.06	.06
		1878		Sun (r)	.....	.055	.05
		1898		Sunday Telegram (m)	17,910	.05	.05
99,148	275,000	1877	Lynn	Item (r)	16,643*	.05	.04
		1898		Telegram-News (s)	17,072*	.05	.05
				Sunday edition (m)	15,904*	.05	.05
49,103	.....	1892	Malden	News (r)	9,019	.05	.03
15,028	40,000	1889	Marlboro	Enterprise (r)	3,294	.021	.021
18,204	.....	1906	Melrose	News (r)	.....	.029	.018
13,471	.....	1887	Milford	News (r)	.....	.016	.014
121,217	160,000	1807	New Bedford	Mercury (b)	6,838	....	....
		1850		Standard (s)	25,511	....	....
				Combined daily (e)	32,349	.08	.08
		1907		Sunday Standard (m)	26,087	.08	.08
		1907		Times (s)	7,083	.021	.018
				Sunday edition (m)	7,083	.021	.018
15,618	40,000	1888	Newburyport	News (r)	5,369	.02	.02
22,282	48,500	1893	North Adams	Herald (r)	3,176	.025	.017
		1843		Transcript (r)	9,135	.0325	.03
21,951	40,000	1786	Northampton	Hampshire Gazette (r)	6,526*	.03	.0225
9,238	20,000	1870	North Attleboro	Chronicle (r)	1,940	.012	.01
41,763	75,000	1892	Pittsfield	Eagle (r)	15,956	.038	.035
47,876	65,000	1837	Quincy	Patriot-Ledger (r)	6,509	.029	.029
		1907		Telegram (r)	2,358	.025	.018
42,529	150,000	1880	Salem	News (r)	20,221	.08	.07
129,563	425,000	1880	Springfield	News (r)	48,255‡	....	....
		1824		Republican (a)	22,335‡	....	....
				Combined daily (e)	70,590‡	.15	.15
				Sunday edition (m)	24,504‡	.075	.075
		1864		Union (a)	40,567	....	....
				Evening edition (r)	35,221	....	....
				Combined daily (e)	75,788	.15	.15
				Sunday edition (m)	34,039	.10	.10
7,873	.....	1907	Stoneham	Enterprise (r)	400	.018	.018
37,137	60,000	1848	Taunton	Gazette (r)	8,490	.035	.03
13,025	28,735	1894	Wakefield	Item (r)	2,604	.02	.015
30,915	.....	1862	Waltham	Free Press-Tribune (r)	4,100	.036	.018
		1892		News (r)	4,405	.021	.018
16,574	42,000	1901	Woburn	Times (r)	3,450	.025	.018
179,754	328,924	1891	Worcester	Post (r)	26,148	.085	.08
		1801		Gazette (r)	39,560	....	....
		1886		Telegram (a)	38,504	....	....
				Combined daily (e)	78,064	.22	.21
				Sunday edition (m)	44,496	.16	.15

MICHIGAN

City	Trade Area	Date Estab.	City	Paper	Net Paid Circulation	Line	Rate
11,878	60,000	1892	Adrian	Telegram (r)	9,680	.035	.035
8,354	15,000	1868	Albion	Recorder (r)	2,328	.018	.018
11,101	25,000	1899	Alpena	News (r)	3,074	.025	.025
19,516	.....	1835	Ann Arbor	Times-News (r)	8,101	.035	.035
36,164	75,000	1894	Battle Creek	Enquirer & News (t)	11,413*	.045	.045
				Saturday edition (y)	8,681*	.045	.045
				Sunday edition (m)	11,099*	.045	.045
		1872		Moon-Journal (r)	6,970	.025	.025
47,154	130,000	1879	Bay City	Times-Tribune (r)	17,242*	.05	.05
				Sunday edition (m)	.....	.05	.05
12,213	.....	1886	Benton Harbor	News-Palladium (r)	.....	.025	.025
5,000	.....	1862	Big Rapids	Pioneer (r)	2,211	.015	.015
10,370	.....	1881	Cadillac	News (r)	3,523	.025	.025
22,379	60,000	1880	Calumet	News (r)	2,512	.025	.017
5,642	27,000	1875	Cheboygan	Tribune (r)	3,061	.02	.02
6,765	20,000	1885	Coldwater	Reporter (r)	3,175	.02	.02
993,739	1,288,893	1831	Detroit	Free Press (a)	136,528	.28	.28
				Sunday edition (m)	188,133	.35	.35
		1873		News (s)	282,951	.40	.40
				Sunday edition (m)	248,545	.40	.40
		1907		Saturday Night (z)	27,842	.20	.20
		1900		Times (s)	156,125	.33	.33
				Sunday edition (m)	160,760	.33	.33
5,440	.....	1896	Dowagiac	News (r)	2,179	.018	.018
14,552	27,500	1894	Escanaba	Mirror (r)	.....	.014	.014
		1909		Press (c)	5,310	.025	.025
				Sunday edition (m)	5,310	.025	.025
91,599	140,000	1882	Flint	Journal (s)	33,235	.08	.08
				Sunday edition (m)	.....	.08	.08
7,205	.....	1885	Grand Haven	Tribune (r)	.....	.015	.015
137,634	335,000	1884	Grand Rapids	Herald (a)	32,967	.08	.08
				Sunday edition (m)	27,869	.08	.08
		1890		Press (r)	82,554	.16	.16
4,204	.....	1879	Greenville	Call (r)	1,160	.007	.007
7,527	100,000	1884	Hancock	Copper Journal (r)	3,249	.025	.025
5,476	30,000	1909	Hillsdale	News (r)	4,874	.025	.025
12,166	.....	1896	Holland	Sentinel (r)	2,134	.014	.014
4,456	100,000	1898	Houghton	Mining Gazette (c)	6,258	.029	.02
				Sunday edition (m)	6,258	.029	.02
6,935	.....	1879	Ionia	Sentinel-Standard (r)	2,800	.02	.02
8,251	30,000	1921	Iron Mountain	News (r)	2,549	.02	.02
15,739	45,000	1919	Ironwood	Globe (r)	3,662	.021	.021
48,374	141,162	1837	Jackson	Citizen-Patriot (t)	21,721	.06	.06
				Saturday edition (y)	17,140	.06	.06
				Sunday edition (m)	20,679	.06	.06
		1918		News (a)	10,800	.04	.04
				Sunday edition (m)	10,800	.04	.04
48,487	143,000	1833	Kalamazoo	Gazette (t)	25,247	.07	.07
				Saturday edition (y)	21,602	.07	.07
				Sunday edition (m)	24,713	.07	.07
57,327	150,000	1921	Lansing	Capital News (r)	9,914	.035	.035
		1855		State Journal (r)	30,043	.08	.08
8,810	19,831	1869	Ludington	News (t)	3,481*	.02	.02
				Sunday edition (m)	3,521*	.02	.02
9,697	32,000	1894	Manistee	News-Advocate (r)	3,294	.02	.02
4,270	12,000	1879	Marshall	Chronicle (r)	2,472	.02	.02
12,718	.....	1884	Marquette	Mining Journal (h)	6,626	.035	.035
8,907	.....	1861	Menominee	Herald-Leader (r)	3,576	.022	.021
11,573	35,000	1880	Monroe	News (r)	4,468	.025	.025
9,488	.....	1899	Mount Clemens	Leader (r)	3,275	.025	.025
46,714	75,000	1856	Muskegon	Chronicle (r)	14,634*	.045	.045
7,311	.....	1885	Niles	Star-Sun (r)	2,800	.025	.025
12,575	40,000	1892	Owosso	Argus-Press (r)	6,699	.03	.025
5,064	35,000	1833	Petoskey	News (r)	1,564	.013	.013
34,273	85,000	1900	Pontiac	Press (r)	15,006*	.04	.04
25,944	110,000	1870	Port Huron	Times-Herald (r)	16,399	.06	.06
65,648	150,000	1883	Saginaw	News-Courier (o)	24,640*	.07	.07
				Monday edition (n)	19,193*	.07	.07
				Sunday edition (m)	23,305	.07	.07
		1923		Star (r)	.....	.04	.035

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1873—50 YEARS OF PUBLIC SERVICE—192

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

MICHIGAN—Continued

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
7,251	30,000	1891	St. Joseph	Herald-Press (r)	3,184	.02	.02
12,096	.....	1903	Sault Ste. Marie	News (r)	3,906	.025	.025
3,829	14,874	1899	South Haven	Tribune (r)	.....	.015	.015
5,995	.....	1917	Sturgis	Journal (r)	2,942	.02	.02
5,209	20,000	1895	Three Rivers	Commercial (r)	2,583	.02	.02
10,925	30,000	1856	Traverse City	Record-Eagle (r)	5,140	.03	.03
7,413	.....	1880	Ypsilanti	Ypsilantian-Press (r)	2,578	.02	.02

MINNESOTA

8,056	15,000	1898	Albert Lea	Tribune (r)	3,641	.025	.025
10,118	.....	1891	Austin	Herald (r)	2,682	.021	.021
7,086	.....	1903	Bemidji	Pioneer (r)	2,862	.025	.025
9,591	.....	1901	Brainerd	Dispatch (r)	.....	.018	.018
6,825	36,000	1885	Crookston	Times (r)	3,104	.025	.025
98,917	325,000	1882	Duluth	Herald (r)	37,275	.12	.11
		1868		News-Tribune (a)	17,493	.05	.05
				Sunday edition (m)	25,708	.08	.08
4,630	.....	1905	Fairmont	Independent (r)	2,643	.021	.013
		1901		Sentinel (r)	2,660	.021	.021
11,089	.....	1914	Faribault	News & Republican (r)	3,114	.025	.025
7,581	45,000	1873	Fergus Falls	Journal (r)	4,510	.021	.021
15,089	45,000	1920	Hibbing	News (k)	2,850	.029	.029
				Sunday edition (m)	2,850	.029	.029
		1909		Tribune (r)	3,151	.03	.03
3,448	12,000	1911	International Falls	Journal (r)	1,055	.015	.015
		1922		Tribune (r)	.....	.016	.016
5,500	.....	1892	Little Falls	Transcript (r)	1,916	.02	.02
14,309	50,000	1887	Mankato	Free Press (r)	5,695	.026	.02
385,880	462,235	1878	Minneapolis	Journal (s)	106,389	.23	.23
				Sunday edition (m)	132,670	.25	.25
		1920		Minnesota Star (r)	51,916	.12	.12
		1903		News (r)	60,852	.12	.12
		1867		Tribune (b)	63,903	...	...
				Evening edition (r)	51,919	...	...
				Combined daily (e)	115,822	.24	.24
				Sunday edition (m)	168,156	.27	.27
4,419	.....	1911	Montevideo	American (r)	.....	.014	.014
5,720	.....	1883	Moorhead	News (r)	.....	.01	.01
7,252	18,000	1916	Owatonna	People's Press (c)	2,506	.025	.025
				Sunday edition (m)	2,506	.025	.025
8,367	.....	1911	Red Wing	Eagle (r)	1,725	.021	.021
		1857		Republican (b)	487	...	...
				Evening edition (r)	2,055	...	...
				Combined daily (e)	2,542	.025	.025
13,722	50,000	1892	Rochester	Bulletin (r)	4,331	.025	.025
		1892		Post & Record (r)	5,017	.025	.025
15,873	.....	1892	St. Cloud	Journal-Press (r)	4,388	.025	.025
		1887		Times (r)	4,306	.025	.025
234,680	.....	1900	St. Paul	News (s)	73,632	.15	.15
				Sunday edition (m)	48,252	.12	.12
		1868		Dispatch (r)	88,026	...	...
		1849		Pioneer Press (a)	72,827	...	...
				Combined daily (e)	160,853	.28	.28
				Sunday edition (m)	135,751	.28	.28
6,860	.....	1891	South St. Paul	Reporter (r)	5,023*	.033	.025
7,735	20,000	1884	Stillwater	Gazette (r)	1,500	.018	.018
14,022	.....	1883	Virginia	Enterprise (r)	2,431	.018	.018
		1895		Press (r)	2,100	.0235	.0225
			(Virginian changed name to Press May 14, 1923)				
20,000	.....	1855	Winona	Republican-Herald (r)	10,356*	.04	.04

MISSISSIPPI

19,094	.....	1898	Biloxi-Gulfport	Herald (r)	1,661	.025	.025
7,550	.....	1908	Clarksdale	Register (r)	2,800	.032	.018
5,498	.....	1894	Corinth	Corinthian (r)	1,090	.021	.018
11,560	.....	1888	Greenville	Democrat-Times (r)	1,898	.018	.018
7,793	.....	1916	Greenwood	Commonwealth (r)	1,750	.029	.021
15,115	.....	1917	Hattiesburg	American (r)	4,921	.035	.03
22,817	220,675	1837	Jackson	Clarion-Ledger (c)	.....	.03	.03
				Sunday edition (m)	.....	.03	.03
		1891		News (s)	6,980*	.03	.03
				Sunday edition (m)	6,807*	.03	.03
13,037	45,000	1911	Laurel	Leader (r)	4,271	.03	.03
23,436	248,000	1898	Meridian	Star (s)	9,365*	.04	.04
				Sunday edition (m)	9,519*	.04	.04
12,608	237,552	1865	Natchez	Democrat (c)	3,385	.02	.02
				Sunday edition (m)	3,385	.02	.02
18,072	.....	1864	Vicksburg	Herald (c)	3,487	.025	.025
				Sunday edition (m)	3,487	.025	.021
		1883		Post (r)	4,106	.02	.02
4,400	.....	1904	West Point	Times-Herald (r)	.....	.021	.014

MISSOURI

3,575	.....	1919	Aurora	Advertiser (r)	700	.011	.011
4,665	.....	1919	Boonville	Republican (r)	1,585	.021	.021
6,304	50,000	1914	Brookfield	Argus (r)	.....	.018	.018
2,894	.....	1889	Butler	Democrat (r)	425	.011	.011
3,248	.....	1905	Cameron	News-Observer (r)	990	.014	.014
10,252	80,000	1901	Cape Girardeau	Southeast Missourian (r)	6,040	.03	.03
3,218	.....	1881	Carrollton	Democrat (r)	575	.009	.009
10,068	.....	1884	Carthage	Democrat (c)	1,175	.018	.018
				Sunday edition (m)	1,175	.018	.018
		1884		Press (r)	3,105	.018	.018
6,525	.....	1919	Charleston	Index (r)	3,000	.036	.036
6,772	.....	1860	Chillicothe	Constitution (r)	2,415	.018	.018
		1881		Tribune (r)	2,362	.018	.014
5,098	.....	1884	Clinton	Democrat (r)	750	.011	.011
10,392	30,000	1901	Columbia	Tribune (r)	2,954*	.025	.025
4,165	.....	1881	Excelsior Springs	Call (r)	.....	.009	.009
		1889		Standard (t)	1,615	.021	.021
				Sunday edition (m)	1,615	.021	.021
5,595	.....	1916	Fulton	Gazette (r)	1,680	.018	.018
		1889		Sun (r)	1,130	.011	.011
19,306	138,500	1839	Hannibal	Courier-Post (r)	5,395*	.03	.03
11,686	.....	1905	Independence	Examiner (r)	2,961	.025	.025
		1913		News (r)	.....	.016	.016
14,490	.....	1900	Jefferson City	Capital News (c)	3,450	.025	.025
				Sunday edition (m)	3,450	.025	.025
		1902		Democrat-Tribune (r)	2,105	.015	.015
		1908		Post (r)	3,200	.02	.02
29,902	240,000	1896	Joplin	Globe (c)	23,712	...	...
		1872		News-Herald (r)	9,057	...	...
				Combined daily (g)	32,769	.11	.11
				Sunday Globe (m)	26,017	.09	.09
447,747	700,000	1854	Kansas City	Journal (b)	152,116	.20	.20
		1905		Post (r)	168,750	.25	.25
				Combined daily (e)	320,866	.38	.38
				Sunday Journal-Post (m)	201,882	.29	.29
		1881		Drovers' Telegram (r)	30,165	.09	.09
		1880		Star (Times) (b)	227,684	...	...
				Star (s)	233,243	...	...
				Combined daily (e)	460,927	.50	.50
				Sunday edition (m)	232,333	.35	.35
7,213	25,000	1901	Kirksville	Express & News (t)	.....	.03	.03
				Sunday edition (m)	.....	.03	.03
2,500	.....	1901	Lamar	Democrat (r)	.....	.009	.009

MISSOURI—Continued

4,695	.....	1923	Lexington	Advertiser (r)	.....	.012	.012
		1898		Intelligencer (r)	.....	.014	.014
4,060	.....	1898	Louisiana	Press-Journal (r)	.....	.011	.011
3,549	.....	1910	Macon	Chronicle-Herald (r)	3,117	.025	.025
5,200	.....	1873	Marshall	Democrat-News (r)	2,200	.018	.018
4,711	27,744	1910	Maryville	Democrat-Forum (r)	2,827	.018	.014
		1885		Tribune (r)	2,375	.0125	.0125
6,013	22,000	1880	Mexico	Intelligencer (r)	1,055	.014	.014
		1886		Ledger (r)	1,264	.018	.018
12,808	.....	1873	Moberly	Democrat (t)	.....	.018	.014
				Sunday edition (m)	.....	.018	.018
		1873		Monitor-Index (r)	3,395	.02	.02
4,206	.....	1908	Monett	Times (r)	1,135	.014	.014
3,968	.....	1905	Neosho	Democrat (r)	650	.011	.011
7,139	.....	1908	Nevada	Mail & Post (r)	2,100	.018	.018
8,042	.....	1895	Poplar Bluff	American (r)	3,642	.025	.025
3,500	.....	1886	Rich Hill	Review (r)	.....	.005	.005
8,503	.....	1888	St. Charles	Banner-News (r)	1,035	.012	.011
		1894		Cosmos-Monitor (r)	1,050	.011	.011
77,939	207,786	1845	St. Joseph	Gazette (a)	18,850	.06	.06
				Sunday edition (m)	19,440	.07	.07
		1879		News-Press (r)	40,742	.10	.10
		1897		Stock Yds. Journal (r)	8,026	.025	.025
933,013	1,300,000	1852	St. Louis	Globe-Democrat (a)	207,428	.37	.37
				Sunday edition (m)	267,742	.39	.39
		1878		Post-Dispatch (s)	184,476	.35	.33
				Sunday edition (m)	419,909	.47	.45
		1886		Star (r)	102,085	.22	.22
		1907		Times (r)	50,209	.17	.15
21,144	.....	1889	Sedalia	Capital (c)	1,393	.02	.02
				Sunday edition (m)	1,393	.02	.02
		1868		Democrat (s)	5,222	.03	.03
				Sunday edition (m)	5,222	.03	.03
39,620	90,000	1867	Springfield	Leader (s)	19,294	.05	.05
				Sunday edition (m)	19,286	.05	.05
		1891		Republican (c)	11,824	.04	.04
				Sunday edition (m)	12,222	.04	.04
6,951	.....	1861	Trenton	Republican Tribune (r)	1,615	.018	.018
		1888		Times (r)	1,050	.014	.014
4,811	6,500	1913	Warrensburg	Star-Journal (r)	.....	.018	.018
7,807	.....	1890	Webb City	Sentinel (r)	786	.014	.014
3,718	.....	1903	West Plains	Quill (r)	900	.018	.018

MONTANA

11,668	110,000	1889	Anaconda	Standard (a)	10,320*	.06	.06
				Sunday edition (m)	14,527*	.07	.07
15,100	156,721	1901	Billings	Gazette (a)	7,397	...	...
				Evening edition (r)	2,313	...	...
				Combined daily (e)	9,710	.06	.06
				Sunday edition (m)	10,754	.065	.065
6,183	.....	1882	Bozeman	Chronicle (c)	2,127	.025	.025
				Sunday edition (m)	2,127	.025	.025
41,611	110,000	1876	Butte	Miner (a)	12,014*	.06	.06
				Sunday edition (m)	24,549*	.08	.08
		1913		Post (r)	10,577*	.05	.05
24,121	80,000	1888	Great Falls	Leader (r)	3,617	.03	.03
		1887		Tribune (a)	11,502	.05	.05
				Sunday edition (m)	14,010	.05	.05
5,429	.....	1909	Havre	Promoter (c)	1,617	.025	.025
				Sunday edition (m)	1,617	.025	.025
12,037	26,000	1866	Helena	Independent (a)	5,021	.035	.035
				Sunday edition (m)	5,766	.035	.035
		1900		Record-Herald (r)	5,775	.03	.03
5,147	.....	1891	Kalispell	Inter Lake (r)	2,377	.018	.018
9,200	50,000	1905	Lewistown	Democrat-News (a)	6,075	.03	.03
				Sunday edition (m)	6,075	.03	.03
6,326	.....	1883	Livingston	Enterprise (c)	2,041	.025	.025
				Sunday edition (m)	2,041	.025	.025
7,937	22,000	1909	Miles City	Star (s)	2,887	.03	.03
				Sunday edition (m)	4,068	.03	.03
12,668	50,000	1873	Missoula	Missoulian (a)	4,253	...	...
		1911		Sentinel (r)	2,378	...	...
				Combined daily (e)	6,631	.04	.03
				Sunday edition (m)	6,302	.04	.03

NEBRASKA

9,664	29,721	1885	Beatrice	Express (r)	3,430	.025	.025
		1902		Sun (c)	3,814	.025	.025
				Sunday edition (m)	3,814	.025	.025
5,410	.....	1879	Columbus	Telegram (r)	3,320	.025	.025
4,930	.....	1866	Falls City	Journal (r)	2,031	.019	.019
		1874		News (c)	1,915	.021	.021
				Sunday edition (m)	1,915	.021	.021
9,605	41,000	1868	Fremont	Tribune (r)	6,343	.04	.04
13,960	65,000	1884	Grand Island	Independent (r)	5,704	.03	.03
11,647	54,000	1905	Hastings	Tribune (r)	7,288	.05	.05
7,702	.....	1873	Kearney	Hub (r)	2,973	.025	.025
66,151	126,000	1867	Lincoln	State Journal (a)	26,310	...	...
		1889		Evening edition (r)	16,104	...	...
				Combined daily (e)	42,414	.09	.09
		1887		Sunday edition (m)	31,987	.09	.09
		1902		Star (s)	39,758	.09	.09
				Sunday edition (m)	31,876	.09	.09
6,279	75,000	1858	Nebraska City	Nebraska Press (c)	2,822	.018	.018
				Sunday edition (m)	2,822	.018	.018
		1872		News (r)	1,591	.014	.014
8,634	80,000	1887	Norfolk	News (r)	9,134	.05	.05
10,466	.....	1908	North Platte	Telegraph (r)	1,700	.021	.021
191,601	350,000	1871	Omaha	Bee (a)	44,247	...	...
				Evening edition (r)	25,763	...	...
				Combined daily (e)	70,010	.17	.17
				Sunday edition (m)	76,881	.18	.18
		1899		News (s)	78,967	.16	.16
				Sunday edition (m)	75,270	.16	.16
		1865		World-Herald (a)	40,180	...	...
		1885		Evening edition (r)	43,003	...	...
				Combined daily (e)	83,183	.18	.18
				Sunday edition (m)	82,327	.18	.18
4,190	.....	1904	Plattsmouth	Journal (r)	975	.011	.011
6,912	.....	1919	Scottsbluff	News (r)	.....	.025	.025
2,613	.....	1916	Wymore	Arbor State (r)	228	.007	.007
5,388	.....	1900	York	News-Times (r)	2,175	.02	.02

NEVADA

2,500	.....	1865	Carson City	Appeal (r)	.....	.018	.018
		1891		News (c)	.....	.011	.011
				Sunday edition (m)	.....	.011	.011
2,090	.....	1920	Ely	Times (r)	635	.021	.021
4,838	.....	1905	Goldfield	Tribune (r)	1,109	.039	.032
12,016	25,000	1876	Reno	Gazette (r)	5,826	.035	.035
		1867		State Journal (a)	4,918	.03	.03
				Sunday edition (m)	4,918	.03	.03
4,144	.....	1901	Tonopah	Bonanza (r)	.....	.018	.018
		1915		Times (c)	1,215	.014	.014
				Sunday edition (m)	1,215	.014	.014

(Continued on page 32)

The Possibilities of

Future Industrial Expansion in the South

	Circulation	2,500 lines	10,000 lines
ALABAMA			
*Birmingham News (E)	68,936	.15	.15
*Birmingham News (S)	75,791	.15	.15
Mobile News-Item (E)	10,392	.05	.05
Mobile Register (M)	21,264	.07	.07
Mobile Register (S)	32,715	.085	.086
FLORIDA			
†Jacksonville Journal (E)	18,632	.07	.07
*Florida Times-Union, Jacksonville (M&S)	32,762	.09(.10S)	.09(.10S)
Pensacola News (E)	4,795	.03	.03
Pensacola News (S)	5,291	.03	.03
†St. Petersburg Independent (E)	5,420	.03	.03
GEORGIA			
†Augusta Chronicle (M)	10,352	.045	.045
†Augusta Chronicle (S)	10,352	.045	.045
*Augusta Herald (E)	13,468	.05	.05
*Augusta Herald (S)	13,563	.05	.05
*Columbus Ledger (E&S)	9,768	.04	.04
Macon Telegraph (M)	23,017	.06	.06
Macon Telegraph (S)	24,395	.06	.06
†Savannah Morning News (M&S)	21,227	.055	.05
KENTUCKY			
*Lexington Leader (E)	18,094	.05	.05
*Lexington Leader (S)	17,900	.05	.05
Louisville Herald (M)	44,303	.09	.09
Louisville Herald (S)	54,159	.09	.09
NORTH CAROLINA			
Asheville Times (E)	7,785	.04	.04
†Asheville Citizen (M)	12,978	.045	.045
†Asheville Citizen (S)	11,720	.045	.045
*Durham Herald (M)	7,908	.04	.04
†Greensboro Daily News (M)	21,851	.07	.06
†Greensboro Daily News (S)	29,364	.07	.07
†Raleigh News and Observer (M)	26,330	.06	.06
†Raleigh News and Observer (S)	31,303	.06	.06
†Raleigh Times (E)	8,483	.04	.03
SOUTH CAROLINA			
*Columbia State (M)	23,709	.06	.06
*Columbia State (S)	23,764	.06	.06
*Greenville News (M)	14,646	.06	.05
Greenwood Index Journal (E&S)	4,185	.025	.025
Spartanburg Journal (E)	4,165	.04	.04
Spartanburg Herald (M&S)	5,511	.04	.04
TENNESSEE			
*Chattanooga News (E)	23,985	.06	.06
Chattanooga Times (M)	23,067	.07	.07
Chattanooga Times (S)	23,596	.07	.07
†Memphis Commercial Appeal (M)	98,042	.16	.15
†Memphis Commercial Appeal (S)	122,275	.19	.18
†Nashville Banner (E)	50,152	.10	.10
†Nashville Banner (S)	50,782	.11	.11
VIRGINIA			
†Bristol Herald Courier (M&S)	8,954	.04	.04
†Danville Register and Bee (M&E)	12,577	.05	.05
Newport News Times-Herald (E)	9,041	.05	.05
Newport News Daily Press (S&M)	6,051	.05	.05
*Roanoke Times & World-News (M&E)	21,917	.07	.06
*Roanoke Times (S)	15,013	.07	.06

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.

The development of the South has reached a point which insures stability to the national manufacturer and advertiser, yet the known natural resources of the section are so abundant that a much greater development is in prospect.

The Southern States possess 23 per cent of the country's total standing timber. Last year one half of the lumber production of the country came from the South.

About 55 per cent of the nation's oil resources is in Southern States. In 1920 the South produced 254,000,000 barrels of petroleum, more than half of the production of the entire country.

Developed water power in the South last year amounted to 2,249,600 horse power compared with a maximum undeveloped horse power of 8,208,000.

The South mines, with the exception of platinum and borax, every mineral mined in the United States. The South produces all the bauxite, barytes, fullers earth, sulphur and phosphate rock of the entire country.

The situation is unusual.

Right Now the Opportunities Encourage Heavy Newspaper Advertising

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

NEW HAMPSHIRE

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
9,524	.....	1914	Claremont	Eagle (r)	1,925	.018	.011
22,167	66,013	1809	Concord	Monitor-Patriot (r)	5,500	.03	.025
13,029	.....	1873	Dover	Foster's Democrat (r)	.....	.014	.012
11,210	.....	1799	Keene	Sentinel (r)	3,384	.027	.02
78,384	150,000	1840	Manchester	Mirror (r)	5,411	.05	.04
		1912		Leader (r)	13,531	....	....
		1863		Union (b)	16,394	....	....
				Combined daily (e)	29,925	.08	.07
				Sunday Union-Leader (m)	.....	.075	.07
28,379	.....	1869	Nashua	Telegraph (r)	5,120	.043	.025
13,569	.....	1884	Portsmouth	Herald (r)	5,294	.047	.025
		1868		Times (r)	3,650	.015	.015

NEW JERSEY

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
12,400	55,000	1885	Asbury Park	Press (s)	8,487	.03	.03
		1879		Sunday Shore Press (m)	4,893	.03	.03
50,682	.....	1872	Atlantic City	Gazette Review (m)	7,856	.035	.035
				Sunday Gazette (m)	10,915	.045	.045
		1896		Press (b)	13,847	...	...
		1895		Union (r)	5,446	...	...
				Combined daily (e)	19,293	.07	.06
76,754	.....	1911	Bayonne	News-Review (r)	10,540	.035	.035
		1870		Times (r)	11,512*	.04	.04
14,323	.....	1879	Bridgeton	News (r)	5,814	.025	.025
		1886		Pioneer (c)	.....	.011	.011
				Sunday edition (m)	.....	.011	.011
9,049	.....	1868	Burlington	Enterprise (r)	4,869	.02	.02
116,309	350,000	1882	Camden	Courier (r)	23,434	.07	.07
		1875		Post-Telegram (r)	16,574	.05	.05
95,682	150,000	1871	Elizabeth	Journal (r)	20,684*	.07	.07
		1900		Times (r)	7,993	.04	.04
17,667	.....	1895	Hackensack	Bergen Record (r)	6,822	.035	.035
68,166	501,445	1892	Hoboken	Hudson Observer (r)	40,515*	.11	.11
298,103	629,124	1867	Jersey City	Jersey Journal (r)	39,392*	.10	.10
13,521	40,000	1902	Long Branch	Record (r)	4,574	.02	.02
14,691	.....	1865	Millville	Republican (r)	2,550	.018	.014
12,548	.....	1826	Morristown	Jerseyman (r)	.....	.03	.03
		1900		Record (r)	3,781	.02	.02
414,524	1,000,000	1872	Newark	Call (m)	71,144	.14	.13
		1916		Ledger (a)	30,022*	.10	.10
				Sunday edition (m)	21,622*	.10	.10
		1883		News (r)	110,241*	.21	.21
		1832		Star-Eagle (r)	76,725*	.17	.16
32,779	.....	1878	New Brunswick	Home News (r)	11,655	.045	.045
				Sunday edition (m)	9,923	.045	.045
63,841	143,014	1873	Passaic	Herald (r)	11,307	.04	.04
		1877		News (r)	11,295	.04	.04
135,875	259,174	1889	Paterson	Call (b)	14,634	.045	.042
		1890		News (r)	11,706	.04	.04
		1836		Press-Guardian (s)	.....	.04	.04
				Sunday edition (m)	.....	.04	.04
		1922		Times (b)	.....	.025	.025
41,707	91,296	1903	Perth Amboy	News (r)	9,786	.045	.045
27,700	54,000	1884	Plainfield	Courier-News (r)	8,764	.03	.03
119,289	175,000	1792	Trenton	State Gazette (b)	15,029	.045	.045
		1882		Times (r)	34,359	.08	.08
				Sunday Times-Advertiser (m)	26,307	.08	.08
25,600	150,000	1872	Union Hill	Hudson Dispatch (b)	13,986	.021	.021
6,799	22,000	1875	Vineland	Journal (r)	2,372	.018	.018
5,801	.....	1879	Woodbury	Times (r)	.....	.021	.021

NEW MEXICO

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
15,157	43,096	1910	Albuquerque	Herald (s)	3,668	.036	.025
				Sunday edition (m)	3,999	.036	.025
		1880		Journal (a)	7,793	.039	.029
				Sunday edition (m)	8,325	.039	.029
8,000	.....	1879	East Las Vegas	Optic (r)	3,596	.02	.02
7,062	15,000	1911	Roswell	News (r)	1,535	.021	.018
		1903		Record (r)	.....	.018	.018
7,326	.....	1853	Santa Fe	New Mexican (r)	2,155	.025	.021

NEW YORK

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
124,176	500,000	1830	Albany	Journal (r)	10,045	.04	.04
		1842		Knickerbocker Press (a)	31,585	.09	.09
		1922		News (r)	12,446	.07	.07
				Combined daily (e)	44,031	.125	.125
				Sunday Knickerbocker Press (m)	49,175	.11	.11
		1887		Telegram (m)	22,191	.06	.06
		1853		Times-Union (r)	33,669	.09	.09
33,524	50,000	1833	Amsterdam	Recorder & Democrat (r)	7,113*	.04	.04
36,192	.....	1829	Auburn	Advertiser-Journal (r)	4,167	....	....
		1870		Citizen (r)	6,136	....	....
				Combined daily (e)	10,303	.055	.055
4,103	.....	1798	Ballston Spa	Journal (r)	1,050	.014	.014
13,541	50,000	1878	Batavia	News (r)	8,698	.03	.03
10,996	.....	1894	Beacon	Herald (r)	2,107	.018	.018
		1882		Journal (r)	2,115	.018	.018
66,800	150,000	1904	Binghamton	Press & Leader (r)	29,665	.08	.08
		1882		Sun (b)	19,607	.05	.05
2,022,262	2,812,000	1886	Brooklyn	Citizen (s)	41,186	.12	.12
				Sunday edition (m)	41,186	.12	.12
		1841		Eagle (s)	63,679	.20	.20
				Sunday edition (m)	76,687	.20	.20
		1863		Standard Union (s)	73,685	.20	.20
				Sunday edition (m)	58,650	.20	.20
		1848		Times (s)	45,313	.12	.12
				Sunday edition (m)	45,313	.12	.12
506,775	825,000	1811	Buffalo	Commercial (r)	16,031	.10	.07
		1834		Courier (a)	56,609	.13	.13
				Sunday edition (m)	120,874	.22	.22
		1891		Enquirer (r)	26,485	.09	.09
		1846		Express (a)	38,525	.10	.10
				Sunday edition (m)	54,961	.10	.10
		1880		News (r)	114,403	.21	.21
		1883		Times (s)	84,528	.18	.18
				Sunday edition (m)	97,055	.18	.18
7,356	.....	1797	Canandaigua	Messenger (r)	3,164	.02	.02
4,728	.....	1879	Catskill	Mail (r)	1,925	.016	.014
22,987	.....	1884	Cohoes	American (r)	8,603	.04	.04
12,725	.....	1909	Cooperstown	Glimmerglass (r)	.....	.018	.018
15,820	46,000	1884	Corning	Leader (r)	7,356	.04	.04
13,294	35,000	1867	Cortland	Standard (r)	5,570	.035	.035
5,300	.....	1908	Dansville	Breeze (r)	1,450	.018	.018
19,366	55,000	1882	Dunkirk	Observer (r)	3,631	.025	.025
45,305	300,000	1855	Elmira	Advertiser (b)	12,490	.04	.04
		1828		Star-Gazette (r)	25,058*	.07	.07
		1879		Telegram (m)	36,626	.12	.12
15,000	.....	1879	Flushing	Journal (r)	6,000	.03	.03
		1855		Times (r)	.....	.04	.03
8,599	70,397	1920	Freeport	Review (r)	4,833	.03	.03
14,648	45,000	1895	Geneva	Times (r)	5,780	.04	.04
18,796	45,000	1904	Glens Falls	Post-Star (b)	7,818*	.03	.03
		1879		Times (r)	6,229*	.022	.022
32,983	50,000	1858	Gloversville and Johnstown	Herald (b)	5,248*	.03	.03
		1887		Leader-Republican (r)	6,736*	.03	.03
10,453	.....	1898	Herkimer	Telegram (r)	3,050	.011	.011
15,025	.....	1878	Hornell	Tribune-Times (r)	6,903	.035	.035
11,745	45,000	1866	Hudson	Register (r)	2,494	.025	.025
		1848		Republican (b)	2,990	.025	.025
17,004	35,000	1815	Ithaca	Journal-News (r)	7,367	.04	.04
89,000	.....	1819	Jamaica	L. I. Press (r)	.....	.05	.05
38,917	100,000	1826	Jamestown	Journal (r)	6,793	.025	.025
		1901		Post (b)	9,743	.03	.03
26,668	74,979	1871	Kingston	Freeman (r)	7,413	.03	.03
		1879		Leader (b)	2,895	.025	.025
17,918	.....	1916	Lackawanna	Journal (r)	2,118	.025	.025
13,029	.....	1886	Little Falls	Times (r)	4,005	.02	.02
21,308	40,000	1821	Lockport	Union Sun & Journal (r)	7,682	.04	.035
100,000	200,000	1864	Long Island City	Star (r)	17,101	.07	.07
7,556	20,000	1905	Malone	Telegram (r)	4,611	.02	.02
8,166	.....	1889	Mechanicville	Times (r)	2,247	.02	.02
6,237	30,000	1903	Medina	Journal (r)	2,011	.021	.021
18,420	50,000	1870	Middletown	Herald (u)	5,322	.02	.02
				Sunday edition (m)	5,322	.03	.03
		1906		Times-Press (r)	6,298	.03	.03
42,726	.80,000	1892	Mount Vernon	Argus (r)	8,586	.04	.04
			(Rate effective Jan. 1, 1924—.05 per line.)				
30,727	80,000	1885	Newburgh	News and Journal (r)	10,832	.05	.05
36,213	50,000	1910	New Rochelle	Standard-Star (r)	.....	.03	.03
5,620,048	9,500,000	1882	New York	American (a)	321,539	.60	.60
				Sunday edition (m)	1,110,154	1.25	1.25
		1891		Bond Buyer (b)	.....	.25	.25
		1907		Bronx Home News (s)	100,000	.25	.25
				Sunday edition (m)	100,000	.25	.25
			(Circulation not sworn)				
		1908		Call (a)	18,753	.13	.10
				Sunday edition (m)	18,753	.13	.10
		1795		Commercial (b)	12,461	.27	.24
		1893		Financial America (b)	2,253	.15	.12
		1920		Financial News (b)	.....	.30	.30
		1835		Herald (a)	166,769	.48	.41
				Sunday edition (m)	185,306	.48	.41
		1896		Journal (r)	643,489	1.25	1.25
		1827		Journal of Commerce (b)	25,496	.27	.24
		1836		Mail (r)	144,135	.41	.36
		1919		News (a)	551,457	.88	.82
		1921		Sunday edition (m)	438,810	.68	.62
		1896		North Side News (s)	.....	.14	.105
				Sunday edition (m)	.....	.14	.105
		1801		Post (t)	28,725	.34	.28
				Saturday edition (y)	50,493	.34	.28
		1886		Sun and The Globe (t)	180,379	.51	.44
				Saturday edition (y)	155,072	.51	.44
			(Consolidated with Globe June 1, 1923.)				
		1867		Telegram (p)	109,105	.31	.27
				Sunday evg. edit. (m)	117,824	.31	.27
		1836		Telegraph (a)	.....	.085	.055
				Sunday edition (m)	.....	.3325	.2975
		1851		Times (a)	341,174	.6435	.572
				Sunday edition (m)	544,820	.7425	.66
		1841		Tribune (a)	130,842	.38	.30
				Sunday edition (m)	136,239	.38	.30
		1882		Wall St. Journal (e)	22,242	.34	.25
		1892		Daily News Record (b)	18,356	.30	.20
		1910		Women's Wear (r)	25,184	.24	.20
		1883		World (a)	355,853	.59	.44
				Sunday edition (m)	591,619	1.00	.53
				World (r)	277,570	.59	.44
50,760	80,000	1854	Niagara Falls	Gazette (r)	15,574	.05	.05
15,482	50,000	1880	No. Tonawanda	News (r)	3,773	.02	.02
8,268	.....	1891	Norwich	Sun (r)	2,805	.02	.02
4,444	.....	1889	Nyack	Journal (r)	2,200	.025	.025
		1922		News (r)	1,680	.025	.025
15,500	35,000	1882	Ogdensburg	News (c)	3,150	.025	.021
				Sunday edition (m)	3,150	.025	.021
		1830		Republican-Journal (b)	5,025	.03	.03
20,506	50,000	1881	Olean	Herald (r)	2,887	.025	.025
		1860		Times (r)	6,857	.04	.04
11,582	.....	1890	Oneonta	Star (b)	6,966	.03	.03
10,739	.....	1901	Ossining	Citizen-Sentinel (r)	2,106	.025	.025
23,626	90,000	1819	Oswego	Palladium (r)	5,441	.025	.025
		1846		Times (r)	4,367	.02	.02
15,868	.....	1921	Peekskill	Star (r)	2,537	.025	.025
		1900		Union (r)	2,950	.025	.025
10,909	.....	1894	Plattsburg	Press (b)	3,687	.032	.025
		1811		Republican (b)	3,010	.021	.021
16,573	38,000	1899	Port Chester	Item (r)	3,946	.03	.03
10,171	20,000	1869	Port Jervis	Gazette (r)	2,027	.01	.01
		1872		Union (r)	2,123	.018	.015
35,000	120,000	1860	Poughkeepsie	Eagle-News (b)	6,243	.03	.03
		1889		Star & Enterprise (r)	11,743	.05	.05
		1872		Sunday Courier (m)	13,372	.05	.05
295,750	600,000	1832	Rochester	Democrat & Chronicle (a)	56,635	.19	.18
				Sunday edition (m)	61,315	.21	.20
		1879		Herald (a)	.....	.08	.08
				Sunday edition (m)	.....	.08	.08
		1922		Journal (r)	21,301	.10	.10
				Sunday American (m)	53,405	.12	.12
		1858		Post-Express (r)	20,721	.06	.06
		1826		Times-Union (r)	65,892	.18	.18
26,341	40,000	1821	Rome	Sentinel (r)	6,202	.035	.035
9,276	.....	1904	Salamanca	Republican-Press (r)	.....	.02	.0115
13,181	45,000	1854	Saratoga Springs	Saratogian (r)	7,134*	.04	.04
4,490	.....	1877	Saugerties	Post (r)	718	.014	.014
88,723	110,000	1894	Schenectady	Gazette (b)	20,897*	.06	.06
		1865		Union-Star (r)	13,002*	.045	.045
115,960	.....	1918	Staten Island	Advance (r)	12,049	.05	.05
171,717	450,000	1877	Syracuse	Herald (s)	43,065	.13	.13
				Sunday edition (m)	80,563	.18	.18
		1839		Journal (r)	42,447	.12	.12
		1828		Post-Standard (a)	53,245	.14	.13
				Sunday edition (m)	49,010	.14	.13
		1922		Telegram (r)	18,473	.10	.10
				Sunday American (m)	65,168	.10	.10
11,734	17,000	1912	Tarrytown	News (r)	2,208	.025	.025
76,813	130,000	1896	Troy	Record (b)	4,850*	....	....
		1898		Evening edition (r)	17,798*	....	....
				Combined daily (e)	22,648*	.05	.05
		1851		Times (r)	17,161	.05	.04
		1797		Sunday Budget (m)	.....	.05	.05
		1875		Sunday Observer (m)	14,475	.035	.025
94,156	300,000	1922	Utica	Observer-Dispatch (r)	36,045	.09	.09
				Sunday edition (m)	20,000	.055	.055
		1882		Press (b)	27,533	.06	.06
31,285	100,000	1894	Watertown	Standard (r)	12,718	.055	.055
		1861		Times (r)	14,800	.07	.07
5,000	.....	1880	Wellsville	Reporter (r)	5,813	.018	.018
21,031	.....	1907	White Plains	Reporter (r)	5,188	.04	.04
100,226	119,497	1889	Yonkers	Herald (r)	12,227	.06	.05
		1907		Statesman & News (r)	4,968	.035	.025

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

NORTH CAROLINA

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
28,504	148,579	1868	Asheville	Citizen (a)	12,133	.045	.045
				Sunday edition (m)	11,198	.045	.045
		1896		Times (s)	7,246	.04	.04
				Sunday edition (m)	5,889	.04	.04
5,952	.....	1887	Burlington	News (r)	2,000	.021	.021
46,338	450,000	1888	Charlotte	News (s)	11,277	.04	.04
				Sunday edition (m)	10,393	.04	.04
		1869		Observer (a)	22,828	.06	.06
				Sunday edition (m)	28,402	.07	.07
9,903	.....	1890	Concord	Tribune (r)	2,015	.018	.018
31,319	104,154	1893	Durham	Herald (a)	7,908	.04	.04
				Sunday edition (m)	8,117	.04	.04
		1887		Sun (t)	5,023	.03	.03
				Sunday edition (m)	5,023	.03	.03
2,777	.....	1921	Edenton	News (r)	1,380	.018	.018
8,925	.....	1916	Elizabeth City	Advance (r)	1,803	.018	.018
8,877	50,000	1817	Fayetteville	Observer (t)	3,546	.03	.03
				Sunday edition (m)	3,546	.03	.03
12,871	.....	1880	Gastonia	Gazette (r)	3,673	.03	.03
11,296	.....	1885	Goldsboro	Argus (r)	1,800	.018	.018
		1922		News (c)	.....	.025	.025
				Sunday edition (m)	.....	.025	.025
43,525	275,000	1905	Greensboro	News (a)	20,215*	.06	.06
				Sunday edition (m)	28,713*	.06	.06
		1891		Record (r)	7,132	.03	.03
5,772	.....	1894	Greenville	Reflector (r)	2,331	.025	.025
5,627	45,000	1914	Henderson	Dispatch (r)	2,412	.02	.02
5,076	.....	1915	Hickory	Record (r)	1,782	.018	.018
14,302	.....	1914	High Point	Enterprise (r)	3,286	.025	.025
10,972	.....	1898	Kinston	Free Press (r)	2,471	.015	.015
		1914		News (c)	2,709	.021	.021
				Sunday edition (m)	2,709	.021	.021
13,201	.....	1880	Leaksville	Tri-City Gazette (r)	.....	.018	.018
12,198	.....	1916	New Bern	New Bernian (c)	3,096	....	....
		1876		Sun-Journal (r)	3,223	....	....
				Combined daily (e)	6,319	.04	.04
				Sunday edition (m)	3,096	.04	.04
24,418	300,000	1865	Raleigh	News & Observer (a)	26,330	.06	.06
				Sunday edition (m)	31,303	.06	.06
		1875		Times (r)	8,433	.04	.04
12,742	.....	1904	Rocky Mount	Telegram (r)	3,180	.0175	.0175
13,884	.....	1905	Salisbury	Post (r)	5,981	.025	.025
2,000	.....	1882	Scotland Neck	Commonwealth (r)	800	.013	.013
7,895	.....	1920	Statesville	Daily (r)	1,300	.014	.014
		1922		Sentinel (c)	.....	.025	.025
				Sunday edition (m)	.....	.025	.025
5,500	.....	1889	Tarboro	Southerner (r)	1,260	.014	.014
6,166	.....	1909	Washington	News (r)	2,269	.025	.025
33,372	155,000	1890	Wilmington	Dispatch (s)	5,928	.035	.035
		1867		Star (a)	6,173*	....	....
		1923		News (r)	.....	....	....
				Combined daily (e)	6,173*	.06	.06
				Sunday Star (m)	8,394*	.06	.06
10,653	150,000	1922	Wilson	Mirror (c)	.....	.025	.025
				Sunday edition (m)	.....	.025	.025
		1902		Times (r)	3,750	.036	.036
48,385	200,000	1892	Winston-Salem	Journal (a)	8,283	.04	.04
				Sunday edition (m)	10,839	.04	.04
		1882		Sentinel (r)	13,653	.05	.05

NORTH DAKOTA

City	Trade Area	Date Estab.	City	Paper	Net Paid Circulation	Line	Rate
7,122	100,000	1878	Bismarck	Tribune (r)	3,823	.03	.03
5,140	.....	1904	Devils Lake	Journal (r)	2,450	.025	.025
21,681	132,000	1878	Fargo	Forum (r)	16,938	.05	.05
		1879		Tribune (c)	13,696	.05	.05
				Sunday edition (m)	15,109	.05	.05
				(Courier-News changed name to Tribune April 17, 1923)			
16,500	159,000	1879	Grand Forks	Herald (c)	9,004	....	....
				Evening edition (r)	5,511	....	....
				Combined daily (g)	14,515	.07	.07
				Sunday edition (m)	10,260	.07	.07
6,627	.....	1878	Jamestown	Alert (r)	1,435	.02	.02
4,336	75,000	1914	Mandan	Pioneer (r)	2,317	.02	.02
10,476	.....	1884	Minot	News (r)	3,993	.03	.03
4,783	.....	1906	Valley City	Times-Record (r)	1,600	.018	.018

OHIO

City	Trade Area	Date Estab.	City	Paper	Net Paid Circulation	Line	Rate
208,435	280,000	1893	Akron	Press (r)	21,108	.07	.07
		1869		Beacon-Journal (r)	38,214	.10	.10
		1867		Times (s)	21,773	.06	.06
				Sunday edition (m)	22,782	.07	.07
21,603	45,000	1888	Alliance	Review & Leader (r)	9,854	.04	.04
13,400	35,000	1900	Ashland	Times-Gazette (r)	4,885	.0225	.0225
22,082	70,000	1887	Ashtabula	Star & Beacon (r)	7,478	.03	.03
6,418	60,000	1905	Athens	Messenger (s)	10,441	.04	.04
				Sunday edition (m)	10,551	.04	.04
17,000	95,000	1913	Bellaire	Leader (r)	5,271	.025	.025
9,336	30,000	1892	Bellefontaine	Examiner (r)	4,642	.02	.02
		1894		Index-Republican (r)	3,867	.015	.015
5,776	.....	1899	Bellevue	Gazette (r)	2,092	.014	.014
5,788	35,000	1865	Bowling Green	Sentinel-Tribune (r)	2,888	.015	.015
10,425	50,000	1887	Bucyrus	Telegraph-Forum (r)	.....	.03	.03
				(Telegraph and Forum merged May 30, 1923.)			
14,104	50,000	1892	Cambridge	Jeffersonian (r)	8,594	.035	.035
87,091	165,000	1833	Canton	News (s)	20,611	.055	.055
				Sunday edition (m)	20,611	.055	.055
		1878		Repository (t)	27,921	.055	.055
				Saturday edition (y)	26,075	.055	.055
				Sunday edition (m)	24,594	.055	.055
4,226	10,000	1848	Celina	Standard (r)	2,025	.014	.014
15,831	.....	1830	Chillicothe	News-Advertiser (r)	3,671	.015	.015
		1800		Scioto Gazette (r)	3,783	.014	.014
548,325	600,000	1793	Cincinnati	Commercial Tribune (a)	51,288	.14	.14
				Sunday edition (m)	51,288	.16	.16
		1842		Enquirer (a)	73,098	.17	.17
				Sunday edition (m)	73,098	.17	.17
		1880		Post (r)	162,809	.28	.28
				(Circulation includes Covington Kentucky Post)			
		1837		Times-Star (r)	144,472	.26	.26
7,094	.....	1883	Circleville	Herald (e)	1,875	.016	.016
		1894		Union-Herald (e)	.....	.011	.011
796,836	1,100,000	1899	Cleveland	Live Stock News (t)	.....	.042	.036
				News (r)	150,477	.30	.30
		1879		Sund. News-Leader (m)	185,811	.32	.32
		1848		Plain Dealer (a)	188,495	.34	.34
		1841		Sunday edition (m)	235,347	.40	.40
		1878		Press (r)	189,199	.35	.35
		1922		Times & Commercial (b)	15,529	.20	.20
		1909		Metal Trade (t)	4,318	.096	.058
237,031	574,725	1899	Columbus	Citizen (r)	75,449	.14	.14
		1864		Dispatch (s)	86,427	.16	.16
				Sunday edition (m)	86,427	.16	.16
		1811		Ohio State Journal (a)	45,477	.11	.11
				Sunday edition (m)	45,477	.11	.11
9,343	.....	1891	Conneaut	News-Herald (r)	3,040	.0225	.0225

OHIO—Continued

City	Trade Area	Date Estab.	City	Paper	Net Paid Circulation	Line	Rate
11,447	30,000	1909	Coshocton	Tribune & Times-Age (s)	6,352	.025	.025
				Sunday edition (m)	6,268	.025	.025
152,559	500,000	1870	Dayton	Herald (r)	33,835	.07	.07
		1808		Journal (a)	26,869	.06	.06
				Combined daily (e)	59,704	.11	.11
				Sunday Journal (m)	42,205	.07	.07
				Sunday and Evg. (s)	.....	.11	.11
		1808		News (s)	45,476	.10	.10
				Sunday edition (m)	43,491	.085	.085
8,876	20,000	1889	Defiance	Crescent-News (r)	3,325	.018	.018
8,786	20,000	1884	Delaware	Gazette (r)	2,208	.011	.011
		1841		Journal-Herald (r)	1,350	.011	.011
5,745	.....	1875	Delphos	Herald (r)	1,381	.013	.013
5,524	.....	1899	Dennison	Paragraph (r)	1,000	.014	.014
8,101	20,000	1848	Dover	Reporter (r)	4,683	.02	.02
21,411	55,000	1884	East Liverpool	Review (r)	6,276	....	....
		1876		Tribune (b)	6,186	....	....
				Combined daily (e)	12,462	.05	.05
5,750	.....	1915	East Palestine	Leader (r)	1,740	.014	.014
20,474	100,000	1898	Elyria	Chronicle-Telegram (r)	7,548	.035	.035
17,021	38,304	1887	Findlay	Courier (r)	3,075	.011	.011
		1886		Republican (b)	7,362	.025	.025
9,987	.....	1864	Fostoria	Review (r)	.....	.015	.015
		1898		Times (r)	3,112	.013	.013
12,468	40,000	1896	Fremont	Messenger (r)	2,533	.013	.013
		1887		News (r)	3,902	.015	.015
9,000	.....	1893	Galion	Inquirer (r)	2,445	.012	.012
6,070	.....	1895	Gallipolis	Tribune (r)	803	.009	.009
3,100	.....	1866	Geneva	Free Press (r)	1,430	.018	.018
7,104	52,000	1893	Greenville	Advocate (r)	3,833	.018	.018
		1923		News-Tribune (r)	.....	.021	.021
				(News and Tribune merged March 29, 1923 —News circulation was 1,445; Tribune, 2,984; now claimed over 3,000.)			
39,675	87,025	1886	Hamilton	Journal (r)	9,584	.035	.035
		1879		News (r)	9,368	.04	.04
14,007	.....	1888	Ironton	Irontonian (c)	3,310	.018	.018
				Sunday edition (m)	3,310	.018	.018
		1850		Register (s)	3,450	.02	.02
				Sunday edition (m)	3,450	.02	.02
7,690	.....	1893	Kenton	Democrat (r)	2,400	.014	.014
		1885		News-Republican (r)	2,900	.015	.015
14,706	44,000	1890	Lancaster	Eagle (r)	4,000	.02	.02
		1826		Gazette (r)	5,482	.023	.023
41,306	150,000	1884	Lima	News & Times-Democrat (t)	15,976	.05	.05
				Saturday edition (y)	12,995	.05	.05
				Sunday edition (m)	16,090	.05	.05
		1891		Republican-Gazette (c)	11,149	.05	.05
				Sunday edition (m)	11,421	.05	.05
3,000	.....	1908	Lisbon	Journal (r)	1,250	.014	.014
37,295	50,000	1921	Lorain	Journal (r)	4,866	.025	.025
		1879		Times-Herald (r)	6,649	.03	.03
27,824	60,000	1885	Mansfield	News (s)	12,047	.04	.04
				Saturday edition (y)	8,645	.04	.04
				Sunday edition (m)	11,719	.04	.04
15,140	25,000	1801	Marietta	Register-Leader (r)	3,493	.023	.023
		1864		Times (r)	6,347	.025	.025
				Sunday edition (m)	.....	.025	.025
27,891	40,000	1877	Marion	Star (r)	10,794	.04	.04
		1841		Tribune (a)	7,369	.02	.02
				Sunday edition (m)	7,369	.02	.02
11,634	100,000	1891	Martins Ferry	Times (r)	8,196	.03	.03
4,000	20,000	1898	Marysville	Tribune (r)	1,614	.0125	.0125
17,428	27,000	1863	Massillon	Independent (r)	7,567*	.04	.04
1,470	.....	1903	Mechanicsburg	Telegram (r)	.....	.014	.014
23,594	40,000	1857	Middletown	Journal (s)	5,160	.025	.025
				Sunday edition (m)	6,251	.025	.025
		1888		News-Signal (r)	5,181	.02	.02
9,357	34,000	1898	Mt. Vernon	Banner (r)	2,933	.015	.015
		1893		Republican-News (r)	4,133	.015	.015
26,718	60,000	1882	Newark	Advocate (r)	7,651	.0275	.0275
		1827		American Tribune (r)	6,980	.025	.025
10,718	.....	1903	New Philadelphia	Times (r)	6,339	.025	.025
3,080	.....	1922	Niles	Register (r)	.....	.018	.018
10,000	.....	1830	Norwalk	Reflector-Herald (r)	3,777	.018	.018
12,179	25,000	1822	Painesville	Telegraph (r)	3,307	.02	.02
15,044	.....	1888	Piqua	Call & Press-Dispatch (r)	6,037	.025	.025
4,294	.....	1902	Pomeroy	News (r)	2,237	.014	.014
33,011	68,000	1921	Portsmouth	Sun (b)	3,252	...	...
		1894		Times (r)	14,093	...	...
				Combined daily (e)	17,345	.06	.06
		1919		Sunday Sun-Times (m)	11,946	.04	.04
				Daily & Sunday (f)	.....	.09	.09
5,678	.....	1902	St. Marys	Leader (r)	2,476	.013	.013
10,305	30,000	1889	Salem	News (r)	3,260	.015	.015
22,897	50,000	1822	Sandusky	Register (c)	8,503	.03	.03
				Sunday edition (m)	9,296	.03	.03
		1866		Star-Journal (r)	8,278	.03	.03
5,578	.....	1900	Shelby	Globe (r)	.....	.011	.011
8,590	.....	1908	Sidney	Journal (r)	.....	.014	.014
		1891		News (r)	3,675	.02	.02
60,840	110,000	1817	Springfield	News (s)	17,614	.05	.05
				Sunday edition (m)	15,676	.05	.05
		1894		Sun (a)	13,632	.035	.035
				Sunday edition (m)	12,598	.035	.035
28,508	.....	1865	Steubenville	Gazette (r)	8,551	.03	.03
		1806		Herald-Star (r)	11,242	.04	.04
14,375	43,176	1886	Tiffin	Advertiser (r)	3,265	.021	.021
		1876		Tribune (r)	3,142	.021	.021
243,164	600,000	1848	Toledo	Blade (r)	102,875	.26	.25
		1876		News-Bee (r)	76,636	.20	.20
		1908		Times (a)	23,428	.06	.06
				Sunday edition (m)	46,780	.12	.12
4,271	8,000	1878	Toronto	Tribune (r)	1,108	.011	.011
7,260	.....	1909	Troy	News (r)	2,597	.014	.014
6,428	.....	1895	Uhrichsville	Chronicle (r)	2,780	.015	.015
3,779	.....	1879	Upper Sandusky	Chief (r)	2,910	.015	.015
		1845		Union (r)	.....	.011	.011
7,261	30,000	1883	Urbana	Citizen (b)	560	...	...
		1854		Democrat (r)	4,010	...	...
				Combined daily (e)	4,570	.02	.02
8,100	.....	1904	Van Wert	Times (r)	1,954	.0125	.0125
5,295	.....	1905	Wapakoneta	News (r)	3,097	.014	.014
		1920		Republican (r)	.....	.014	.014
27,050	.....	1812	Warren	Chronicle (r)	7,009	.03	.03
		1876		Tribune (r)	8,077	.035	.035
7,962	.....	1885	Washington C. H.	Herald (e)	3,166	.016	.016
6,687	.....	1898	Wellston	Sentinel (r)	.....	.011	.011
5,037	30,000	1837	Wilmington	News-Journal (r)	3,422	.018	.018
8,204	40,000	1887	Wooster	Record (r)	5,639	.025	.025
		1881	Xenia	Gazette (r)	3,780	...	...
		1912		Republican (b)	1,571	...	...
				Combined daily (e)	5,351	.025	.025
132,357	275,000	1850	Youngstown	Telegram (r)	24,089*	.07	.07
		1863		Vindicator (s)	26,134	.07	.07
				Sunday edition (m)	25,608	.07	.07
29,569	130,000	1887	Zanesville	Signal (r)	10,700	...	...
				Times-Recorder (b)	20,320	...	...
				Combined daily (e)	31,020	.07	.07
				Sunday Times-Signal (m)	.....	.035	.035

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

OKLAHOMA

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
8,012	.....	1901	Ada	News (t)	2,330	.02	.02
				Sunday edition (m)	2,330	.02	.02
3,913	.....	1889	Alva	Review-Courier (r)	1,890	.021	.021
14,181	.....	1892	Ardmore	Ardmoreite (t)	5,331	.03	.03
				Sunday edition (m)	5,331	.03	.03
		1894		Press (c)	3,517	.025	.025
				Sunday edition (m)	3,517	.025	.025
14,417	50,000	1907	Bartlesville	Examiner (c)	3,723*	.03	.03
				Sunday edition (m)	3,734*	.03	.03
		1904		Enterprise (s)	4,185	.03	.03
				Sunday edition (m)	4,185	.03	.03
7,174	.....	1899	Blackwell	Tribune (g)	3,600	.032	.032
				Sunday edition (m)	3,600	.032	.032
3,460	.....	1922	Bristow	Record (r)	1,378	.025	.025
10,179	.....	1899	Chickasha	Express (r)	2,643	.021	.021
3,425	.....	1910	Claremore	Progress (w)	1,117	.018	.018
				Sunday edition (m)	1,117	.018	.018
6,460	.....	1914	Drumright	Derrick (r)	.....	.036	.036
8,000	.....	1921	Duncan	Banner & Eagle (t)	.....	.025	.025
				Sunday edition (m)	.....	.025	.025
7,340	.....	1900	Durant	Democrat (r)	1,863	.021	.018
7,737	.....	1891	El Reno	Democrat (r)	2,832	.025	.025
16,576	50,000	1893	Enid	Eagle (r)	5,493	...	...
		1893		News (c)	5,801	...	...
				Combined daily (g)	11,294	.05	.05
				Sunday edition (m)	5,801	.05	.05
3,822	.....	1917	Frederick	Leader (r)	1,626	.021	.021
11,757	55,000	1892	Guthrie	Leader (r)	12,238	.05	.05
5,889	.....	1916	Henryetta	Free Lance (t)	.....	.029	.029
				Sunday edition (m)	.....	.029	.029
6,368	.....	1913	Hugo	News (t)	1,450	.018	.018
				Sunday edition (m)	1,450	.018	.018
4,000	.....	1889	Kingfisher	Free Press (r)	1,420	.016	.016
		1906		Times (r)	1,532	.018	.018
8,930	.....	1901	Lawton	Constitution (t)	3,428	.029	.029
				Sunday edition (m)	3,428	.029	.029
12,095	50,000	1896	McAlester	News-Capital (r)	3,152	.025	.025
6,802	.....	1917	Miami	District News (t)	4,137	.03	.03
				Sunday edition (m)	4,137	.03	.03
		1894		Record-Herald (t)	4,894	.025	.025
				Sunday edition (m)	4,894	.025	.025
30,277	150,000	1901	Muskogee	Phoenix (a)	13,649*	.05	.05
				Sunday edition (m)	15,136*	.05	.05
		1894		Times-Democrat (r)	12,340*	.05	.05
2,533	.....	1916	Newkirk	Reporter (r)	533	.011	.011
9,000	.....	1913	Norman	Transcript (t)	2,400	.021	.021
				Sunday edition (m)	2,400	.021	.021
6,500	.....	1910	Nowata	Star (t)	2,050	.021	.021
				Sunday edition (m)	2,050	.021	.021
97,909	500,000	1920	Oklahoma City	Leader (r)	15,075	.05	.05
		1906		News (r)	23,247	.075	.075
		1889		Oklahoman (a)	60,013	...	...
				Times (r)	49,731	...	...
				Combined daily (e)	109,794	.25	.25
				Sunday edition (m)	80,952	.22	.22
				E'v'g & Sunday (s)	.....	.28	.28
17,430	63,000	1910	Okmulgee	Democrat (r)	4,124	.03	.03
		1917		Times (c)	6,077	.035	.035
				Sunday edition (m)	6,144	.035	.035
6,414	.....	1896	Pawhuska	Capital (r)	2,527	.025	.025
		1922		Journal (c)	1,115	.018	.018
				Sunday edition (m)	1,115	.018	.018
3,154	.....	1921	Perry	Sentinel (r)	985	.018	.018
7,051	.....	1919	Ponca City	News (r)	3,640	.029	.029
11,634	.....	1914	Sapulpa	Herald (r)	3,089	.025	.025
		....		Sun (c)	.....	.03	.03
				Sunday edition (m)	.....	.03	.03
15,348	.....	1904	Shawnee	News (c)	4,782	.03	.03
				Sunday edition (m)	4,782	.03	.03
5,000	.....	1908	Stillwater	Press (r)	Free	.021	.021
70,995	.....	1904	Tulsa	Tribune (s)	30,379*	.08	.08
				Sunday edition (m)	31,628*	.08	.08
		1906		World (a)	39,532	.10	.10
				Sunday edition (m)	44,537	.11	.11
5,010	.....	1913	Vinita	Journal (r)	.....	.018	.018
3,849	.....	1922	Woodward	Press (r)	.....	.025	.025

OREGON

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
7,000	35,000	1865	Albany	Democrat (s)	2,530	.025	.025
				Sunday edition (m)	2,530	.03	.03
		1869		Herald (r)	.....	.025	.025
4,283	.....	1876	Ashland	Tidings (r)	1,736	.0185	.0185
14,027	.....	1873	Astoria	Astorian (c)	2,850	.014	.014
				Sunday edition (m)	3,100	.014	.014
		1892		Budget (r)	3,134	.029	.029
7,729	30,000	1870	Baker	Democrat (c)	1,642	.025	.025
				Sunday edition (m)	1,642	.025	.025
		1902		Herald (r)	2,110	.025	.025
5,415	10,000	1916	Bend	Bulletin (r)	1,367	.021	.021
5,752	25,000	1862	Corvallis	Gazette-Times (r)	2,319	.021	.021
10,593	42,000	1891	Eugene	Guard (r)	5,065	.025	.025
		1894		Register (c)	4,598	.025	.025
				Sunday edition (m)	4,704	.025	.025
3,151	.....	1910	Grants Pass	Courier (r)	1,183	.018	.018
4,801	.....	1896	Klamath Falls	Herald (r)	1,765	.021	.021
6,913	.....	1898	La Grande	Observer (r)	2,275	.025	.025
4,034	12,500	1878	Marshfield	Coos Bay Times (r)	3,147	.021	.021
		1911		S. W. Orgeon News (r)	.....	.021	.021
5,756	40,000	1906	Medford	Mail-Tribune (r)	3,515	.03	.025
				Sunday Sun (m)	3,515	.03	.025
5,686	.....	1910	Oregon City	Enterprise (c)	1,670	.021	.021
				Sunday edition (m)	1,670	.021	.021
7,387	25,000	1875	Pendleton	East Oregonian (r)	2,905	.021	.021
258,288	400,000	1906	Portland	News (r)	31,457	.08	.08
		1861		Oregonian (a)	85,412	.18	.18
				Sunday edition (m)	120,346	.22	.22
		1902		Oregon Journal (s)	83,542	.16	.16
				Sunday edition (m)	102,957	.20	.20
		1877		Telegram (r)	58,433	.14	.14
4,381	6,000	1875	Roseburg	News-Review (r)	4,125	.021	.021
17,679	40,000	1877	Salem	Capital Journal (r)	5,806	.03	.03
		1851		Oregon Statesman (c)	5,463	.03	.03
				Sunday edition (m)	5,463	.03	.03
5,807	43,000	1890	The Dalles	Chronicle (r)	1,708	.021	.021

PENNSYLVANIA

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
73,502	200,000	1888	Allentown	Call (a)	26,666	.09	.09
				Sunday edition (m)	16,148	.09	.09
		1870		Chronicle-News and Item (r)	9,341	.04	.04
		1893		Leader (r)	.....	.02	.02
		1921		Record (b)	6,972	.025	.025
60,331	100,000	1874	Altoona	Mirror (r)	25,298	.07	.07
		1856		Tribune (b)	12,000	.05	.05
6,666	.....	1909	Ashland	News (r)	1,976	.018	.014
		1887		Telegram (r)	1,175	.014	.014
5,402	.....	1894	Bangor	News (r)	.....	.016	.016
4,135	40,000	1874	Beaver	Times (r)	4,180	.025	.025
12,802	55,000	1884	Beaver Falls	Tribune (r)	5,103	.025	.025

PENNSYLVANIA—Continued

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
12,181	.....	1903	Berwick	Enterprise (r)	2,639	.021	.02
50,358	.....	1894	Bethlehem	Globe (r)	9,323	.05	.05
		1867		Times (r)	4,775	.025	.01
7,189	.....	1902	Bloomsburg	Press (b)	6,750	.029	.02
20,789	.....	1886	Braddock	News-Herald (r)	4,150	.035	.03
15,525	.....	1887	Bradford	Era (b)	4,041	.025	.02
		1879		Star & Record (r)	3,997	.014	.01
10,273	.....	1910	Bristol	Courier (r)	1,600	.017	.01
9,077	33,000	1915	Brownsville	Telegraph (r)	3,252x	.02	.01
23,778	.....	1869	Butler	Eagle (r)	11,637	.04	.04
10,632	.....	1875	Canonsburg	Notes (r)	.....	.025	.02
18,640	.....	1872	Carbondale	Leader (r)	5,671	.05	.02
10,916	.....	1881	Carlisle	Sentinel (r)	3,619	.021	.02
13,171	.....	1790	Chambersburg	Repository (r)	4,195	.021	.02
		1869		Public Opinion (r)	4,108	.025	.02
		1847		Valley Spirit (r)	940	.018	.01
11,516	.....	1900	Charleroi	Mail (r)	1,984	.012	.01
58,030	118,000	1833	Chester	Republican (b)	1,313	.02	.02
		1876		Times (r)	13,511	.04	.04
				Combined daily (e)	14,824	.05	.05
8,529	.....	1913	Clearfield	Progress (r)	4,276	.021	.02
6,336	.....	1920	Coaldale	Panther Creek News (r)	2,700	.021	.02
14,515	.....	1908	Coatesville	Record (r)	5,487	.021	.02
10,836	.....	1888	Columbia	News (r)	.....	.025	.02
13,804	90,000	1902	Connellsville	Courier (r)	5,799	.018	.01
		1898		News (b)	4,545	.021	.01
7,228	.....	1898	Corry	Journal (r)	2,614	.018	.01
6,952	.....	1897	Danville	News (r)	2,487	.018	.01
14,131	.....	1916	Donora	Herald (r)	2,166	.018	.01
3,837	50,000	1886	Doylestown	Intelligencer (r)	4,913	.014	.01
		1890		News (r)	1,323	.014	.01
13,681	30,000	1879	DuBois	Courier (b)	4,692	.025	.02
		1883		Express (r)	2,900	.012	.00
59,430	175,000	1826	Easton	Express & Argus (r)	19,811	.07	.07
		1866		Free Press (r)	13,293	.05	.05
4,855	.....	1913	E. Stroudsburg	Press (b)	3,119	.021	.02
8,958	.....	1920	Ellwood City	Ledger (r)	2,476	.02	.02
102,093	146,000	1852	Erie	Dispatch-Herald (s)	18,833	.065	.06
				Sunday edition (m)	18,817	.07	.07
		1888		Times (r)	27,499	.08	.08
15,586	.....	1912	Farrell	News (r)	.....	.019	.01
9,970	.....	1878	Franklin	News-Herald (r)	6,363	.045	.04
4,439	.....	1902	Gettysburg	Times (r)	3,425	.025	.02
15,033	25,000	1914	Greensburg	Record (r)	4,610	.02	.02
		1903		Review (b)	5,395	.025	.02
		1886		Tribune (r)	6,791	.024	.02
8,101	.....	1897	Greenville	Record (r)	2,172	.018	.01
8,664	.....	1894	Hanover	Record-Herald (r)	3,067	.018	.01
		1915		Sun (r)	6,054	.025	.02
75,917	200,000	1917	Harrisburg	News (r)	38,008	...	...
		1852		Patriot (b)	24,224	...	...
				Combined daily (e)	62,232	.11	.11
		1831		Telegraph (r)	39,478	.095	.09
		1903		Courier (m)	.....	.05	.05
32,277	.....	1882	Hazleton	Plain Speaker (r)	8,991	.025	.02
		1866		Standard-Sentinel (b)	8,987	.025	.02
20,452	40,000	1880	Homestead	Messenger (r)	4,432	.025	.02
7,051	.....	1922	Huntingdon	News (r)	.....	.032	.03
				(Est. 11/1/22)			
7,043	.....	1904	Indiana	Gazette (r)	.....	.029	.02
10,627	17,000	1889	Jeannette	News-Dispatch (r)	3,450	.035	.03
6,103	.....	1902	Jersey Shore	Herald (r)	1,250	.018	.01
67,327	200,000	1888	Johnstown	Democrat (b)	12,084	.05	.05
		1920		Ledger (b)	13,234	.05	.05
		1873		Tribune (r)	27,440	.07	.07
7,283	.....	1894	Kane	Republican (r)	2,492	.021	.02
7,153	75,568	1909	Kittaning	Leader-Times (r)	5,029	.021	.02
53,150	220,000	1794	Lancaster	Intelligencer (r)	12,024*	...	...
		1909		News-Journal (b)	12,310*	...	...
				Combined daily (e)	24,334*	.08	.08
		1830		New Era & Examiner (r)	17,085*	.07	.06
9,625	.....	1879	Lansford	Record (r)	2,781	.025	.02
9,484	.....	1902	Latrobe	Bulletin (r)	4,430	.021	.02
24,463	40,000	1872	Lebanon	News (r)	9,123	.035	.03
		1891		Report (r)	4,415	.02	.02
		1876		Times (b)	.....	.009	.006
6,102	.....	1903	Lehighton	Leader (r)	.....	.012	.012
9,849	.....	1903	Lewistown	Sentinel (r)	5,088	.02	.02
8,557	.....	1882	Lock Haven	Express (r)	3,068	.021	.018
45,975	.....	1884	McKeesport	News (r)	11,294	.036	.036
15,599	40,000	1922	Mahanoy City	Mahanoy Press (r)	3,369	.025	.025
		1871		Record-American (r)	4,049	.025	.025
3,666	.....	1893	Mauch Chunk	News (r)	2,250	.018	.018
		1883		Times (r)	2,087	.018	.018
14,568	40,000	1884	Meadville	Republican (r)	2,395	...	...
				Tribune-Republican (b)	5,135	...	...
				Combined daily (e)	7,530	.036	.032
5,920	20,000	1890	Middletown	Journal (r)	1,434	.01	.01
8,638	.....	1890	Milton	Standard (r)	3,109	.025	.021
18,179	.....	1902	Monessen	Independent (r)	2,206	.016	.016
8,688	.....	1846	Monongahela	Republican (r)	2,863	.014	.014
17,469	37,000	1888	Mt. Carmel	Item (r)	3,702	.025	.021
		1887		News (r)	.....	.021	.021
5,500	.....	1910	Natrona	Press (r)	812	.014	.014
			(Rate includes space in Tarentum Valley Daily News)				
9,361	.....	1874	New Brighton	Beaver Valley News (r)	1,212	.014	.014
44,938	73,920	1853	New Castle	Herald (r)	7,486	.02	.02
		1880		News (r)	12,717	.036	.036
11,987	85,000	1891	New Kensington	Dispatch (r)	3,726	.02	.02
32,319	70,000	1799	Norristown	Times-Herald (r)	12,194*	.07	.06
21,274	100,000	1882	Oil City	Blizzard (r)	3,250	.025	.018
		1871		Derrick (b)	6,296	.035	.035
1,823,779	3,300,000	1847	Philadelphia	Bulletin (r)	505,098	.55	.55
		1829		Inquirer (a)	215,606	.40	.40
				Sunday edition (m)	399,102	.55	.55
		1771		North American (a)	140,849	.30	.2882
				Sunday edition (m)	186,028	.40	.3882
		1836		Public Ledger (a)	93,985	...	...
		1914		Evg. Public Ledger (r)	183,887	...	...
				Sunday edition (m)	229,752	.50	.50
				Morning & Evening (e)	277,872	.55	.55
				Evening & Sun (s)	.....	.65	.65
		1870		Record (a)	110,136	.25	.25
				Sunday edition (m)	116,426	.30	.30
		1908		Star (r)	.....	.12	.10
		1916		Sunday Item (m)	.....	.14	.13
3,000	.....	1888	Philipsburg	Journal (r)	.....	.011	.011
10,484	.....	1889	Phoenixville	Republican (r)	3,150	.021	.021
898,430	1,371,354	1841	Pittsburgh	Chronicle-Telegraph (r)	96,548	.21	.21
		1786		Gazette-Times (a)	91,508	.21	.21
				Combined daily (e)	188,056	.36	.36
				Sunday edition (m)	117,802	.21	.21
		1842		Post (a)	80,701	.18	.18
				Sunday edition (m)	135,508	.20	.20
		1906		Sun (r)	79,333	.18	.18
				Combined daily (e)	160,034	.30	.30
				Evening & Sunday (s)	.....	.35	.35
		1884		Press (s)	156,060	.23	.23
				Sunday edition (m)	218,945	.23	.23
18,497	.....	1850	Pittston	Gazette (r)	4,032	.018	.018
		1922		Press (r)	5,625	.025	.025

NGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

PENNSYLVANIA—Continued

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
17,431	40,000	1819	Pottstown	Ledger (r)	2,025	.018	.014
		1887		News (b)	7,023	.025	.025
21,876	80,000	1875	Pottsville	Chronicle (r)	.....	.018	.018
		1825		Journal (r)	9,723	.025	.025
		1922		Morning Paper (b)	2,944	...	...
		1884		Republican (r)	11,552	...	...
				Combined daily (e)	14,496	.06	.06
10,311	51,000	1906	Punxsutawney	Spirit (r)	4,400	.029	.029
107,784	260,000	1868	Reading	Eagle (s)	34,912*	.09	.09
				Sunday edition (m)	24,956*	.09	.09
		1881		Herald-Telegram (r)	8,183	...	...
		1853		Times (b)	6,558	...	...
				Combined daily (e)	14,741	.055	.055
		1923		Tribune (a)	.....	.05	.05
				Sunday edition (m)	.....	.05	.05
				(Est. 2/26/23)			
5,877	.....	1907	Renovo	Record (r)	.....	.014	.014
6,037	.....	1904	Ridgway	Record (r)	2,609	.016	.016
6,967	.....	1910	St. Mary's	Press (r)	1,095	.14	.014
8,078	.....	1917	Sayre	Times (r)	4,700	.02	.02
137,783	300,000	1920	Scranton	Dispatch (m)	.....	.07	.07
		1867		Republican (b)	30,056	.10	.10
		1897		Scrantonian (m)	36,609	.055	.055
		1922		Telegram (m)	.....	...	...
		1870		Times (r)	97,500	.10	.10
21,204	46,000	1886	Shamokin	Dispatch (r)	4,085	.025	.021
		1887		Herald (r)	.....	.018	.014
		1893		News (r)	3,916	.025	.021
21,747	50,000	1909	Sharon	Herald (r)	5,401	.021	.021
		1891		Telegraph (r)	4,713	.021	.021
24,726	50,000	1870	Shenandoah	Herald (r)	4,578	.025	.021
5,278	.....	1894	Stroudsburg	Record & Times-Democrat (r)	4,094	.03	.03
6,100	.....	1886	Susquehanna	Transcript (r)	1,120	.014	.014
15,721	20,000	1872	Sunbury	Daily (r)	3,393	.025	.021
		1893		Item (r)	4,216	.021	.018
12,363	40,000	1868	Tamaqua	Courier (r)	3,300	.029	.021
8,925	35,000	1914	Tarentum	Telegram (r)	3,214	.02	.02
		1904		Valley News (r)	2,284	.011	.011
(Rate includes space in Natrona Press)							
8,432	20,000	1865	Titusville	Herald (b)	4,800	.032	.029
4,281	.....	1879	Towanda	Review (b)	5,097	.03	.03
9,084	.....	1887	Tyrone	Herald (r)	2,200	.014	.014
15,692	.....	1900	Uniontown	Genius (r)	6,513	...	...
		1907		Herald (b)	9,803	...	...
				Combined daily (e)	16,316	.035	.03
		1888		News-Standard (r)	5,240	.012	.012
14,256	40,000	1889	Warren	Mirror (b)	3,167	...	...
		1900		Times (r)	3,963	...	...
				Combined daily (e)	7,130	.036	.036
23,041	125,000	1871	Washington	Observer (b)	10,709	...	...
		1808		Reporter (r)	5,669	...	...
				Combined daily (e)	16,378	.05	.05
9,270	.....	1919	Waynesboro	Press (r)	1,843	.015	.015
		1893		Record-Herald (r)	2,872	.021	.021
11,717	.....	1872	West Chester	Local News (r)	11,297	.03	.03
73,833	230,000	1906	Wilkes-Barre	Independent (m)	17,350	.05	.05
		1909		News (r)	12,598	.035	.035
		1832		Record (b)	20,180	.05	.05
		1879		Times-Leader (r)	22,045	.05	.05
36,198	250,000	1801	Williamsport	Gazette & Bulletin (b)	9,644	.03	.03
		1870		Sun (r)	17,721	.05	.05
47,512	144,521	1876	York	Dispatch (r)	17,364	.045	.045
		1795		Gazette & Daily (b)	17,006	.045	.045

RHODE ISLAND

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
3,100	.....	1892	Arctic	Pawtuxet Valley Times (r)	.....	.021	.021
30,255	.....	1891	Newport	Herald (b)	3,241	.02	.007
		1846		News (r)	6,126	.033	.027
64,248	130,000	1885	Pawtucket	Times (r)	24,417	.06	.06
237,595	770,000	1863	Providence	Bulletin (r)	61,283	.15	.15
		1829		Journal (a)	32,086	.09	.09
				Sunday Journal (m)	57,436	.14	.14
				Combined daily (e)	118,719	.215	.215
		1918		News (r)	28,698	.07	.07
		1906		Tribune (s)	22,043	.09	.09
				Sunday edition (m)	10,581	.09	.09
9,952	42,996	1893	Westerly	Sun (t)	4,572	.025	.025
				Sunday edition (v)	4,636	.025	.025
43,496	100,000	1892	Woonsocket	Call & Reporter (r)	13,306	.04	.04

SOUTH CAROLINA

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
10,570	100,000	1899	Anderson	Mail (r)	4,167	.025	.025
		1912		Tribune (c)	4,429	.0225	.0225
				Sunday edition (m)	4,429	.0225	.0225
67,957	282,143	1916	Charleston	American (a)	4,364*	.03	.03
				Sunday edition (m)	8,000*	.03	.03
		1803		News & Courier (a)	0,000*	.04	.04
				Sunday edition (m)	00,000*	.04	.04
		1894		Post (r)	11,328*	.04	.04
45,082	275,000	1897	Columbia	Record (s)	16,222	.05	.05
				Sunday edition (m)	16,133	.05	.05
		1891		State (a)	23,709	.06	.06
				Sunday edition (m)	23,764	.06	.06
10,968	.....	1923	Florence	News-Review (c)	.....	.02	.02
				Sunday edition (m)	.....	.02	.02
		1893		Times (r)	2,047	.021	.021
23,177	140,000	1874	Greenville	News (a)	14,646	.055	.055
				Sunday edition (m)	14,468	.055	.055
		1902		Piedmont (r)	10,091	.04	.04
8,703	.....	1911	Greenwood	Index-Journal (s)	4,348	.025	.025
				Sunday edition (m)	4,348	.025	.025
8,809	25,000	1911	Rock Hill	Herald (r)	2,175	.021	.021
22,638	250,000	1890	Spartanburg	Herald (a)	4,879	....	....
		1844		Journal (r)	3,582	....	....
				Combined daily (e)	8,461	.04	.04
				Sunday Herald (m)	6,255	.04	.04
9,508	.....	1894	Sumter	Item (r)	1,984	.021	.018
6,141	.....	1850	Union	Times (r)	.....	.018	.018

SOUTH DAKOTA

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
14,537	125,000	1904	Aberdeen	American (b)	5,086	....	....
		1885		News (r)	2,971	....	....
				Combined daily (e)	8,057	.05	.05
		1920		Sunday edition (m)	6,480	.05	.05
		1921		Journal (r)	5,853	.03	.03
2,403	8,000	1876	Deadwood	Pioneer-Times (c)	1,500	.025	.025
				Sunday edition (m)	1,500	.025	.025
		1909		Telegram (r)	550	.006	.006
8,302	60,000	1887	Huron	Huronite (r)	5,023	.04	.04
5,013	10,000	1884	Lead	Call (r)	1,633	.025	.025
4,144	13,000	1890	Madison	Leader (r)	1,120	.013	.013
		1893		Sentinel (r)	2,075	.021	.021
8,478	65,300	1883	Mitchell	Republican (r)	7,367	.04	.04
3,209	.....	1889	Pierre	Capital Journal (r)	850	.018	.018

Because Erie, Pa. is a city well over 100,000 — is easily covered by salesmen traveling Buffalo, Cleveland or Pittsburgh and is blanketed by *one evening* newspaper, Erie offers an exceptional *marketing* opportunity.

Erie in itself is a good market, large enough to be profitable. Population 112,571 (U. S. Census Bureau estimate 1923). It is a stable market of assured future because it is a city of widely diversified manufactures. It is not a "one crop" town; there are no industrial peaks of prosperity or valleys of depression.

The fact that Erie is just a short ride from three such strategic points as Buffalo, Cleveland or Pittsburgh, cuts down traveling expense. State lines should not bar a big city within the normal merchandising zone of another state.

When one evening home newspaper, established 35 years, such as the Erie Daily Times, completely saturates the market, that cuts advertising expense. Net profits are likely to be greater in Erie than in some other cities even larger but requiring several newspapers for adequate coverage.

Erie Daily Times

A. B. C. Member — Evenings except Sunday

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The Providence Sunday Journal

Artgravure Section

The Providence Sunday Journal contains a high grade, well printed Artgravure section, carefully edited to include pictures of strong local interest as well as those depicting national and international events.

This section offers great advantages to advertisers because it assures one hundred per cent. reader attention and makes possible attractive and sales compelling copy.

The amount of local copy carried testifies to the advertising value which Rhode Island merchants attach to the section.

For the first five months of 1923, our gravure advertising has shown a gain of 30% over the corresponding period of last year—evidence that more firms are realizing the pulling power of the gravure section of this newspaper.

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Providence Journal Co.

Providence, R. I.

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San Francisco Los Angeles

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

SOUTH DAKOTA—Continued

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
5,777	.....	1922	Rapid City	Guide (r)	.....	.03	.03
		1878		Journal (g)	.....	.025	.025
				Sunday edition (m)	.....	.025	.025
25,176	150,000	1885	Sioux Falls	Argus-Leader (r)	23,308	.07	.07
		1883		Press (a)	16,232	.05	.05
				Sunday edition (m)	16,232	.05	.05
9,400	71,000	1882	Watertown	Public Opinion (r)	6,476	.035	.035
5,024	.....	1861	Yankton	Press & Dakotan (r)	3,102	.025	.025

TENNESSEE

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
57,895	250,000	1888	Chattanooga	News (r)	23,975	.07	.07
		1869		Times (a)	22,689	.07	.07
				Sunday edition (m)	23,264	.07	.07
8,110	45,000	1808	Clarksville	Leaf-Chronicle (r)	2,150	.025	.025
5,526	.....	1898	Columbia	Herald (r)	2,069	.018	.018
3,775	32,840	1918	Greeneville	Democrat-Sun (r)	4,792	.032	.032
18,860	.....	1878	Jackson	Sun (t)	5,574	.025	.025
				Sunday edition (m)	5,574	.025	.025
12,442	52,000	1922	Johnson City	Chronicle (c)	5,719	.035	.035
				Sunday edition (m)	6,624	.035	.035
		1891		Staff (r)	5,814	.03	.03
				Sunday edition (m)	5,814	.03	.03
77,818	425,000	1898	Knoxville	Journal & Tribune (a)	30,372	.06	.06
				Sunday edition (m)	25,219	.06	.06
		1921		News (r)	10,869	.04	.04
		1885		Sentinel (s)	25,294	.06	.06
				Sunday edition (m)	24,925	.06	.06
162,351	676,626	1840	Memphis	Commercial Appeal (a)	91,474	.15	.15
				Sunday edition (m)	114,769	.18	.18
		1880		News-Scimitar (s)	65,081	.14	.14
				Sunday edition (m)	52,834	.15	.15
		1906		Press (r)	35,476	.08	.08
5,881	.....	1916	Morristown	Gazette & Mail (r)	2,467	.032	.032
118,342	650,000	1876	Nashville	Banner (s)	47,082	.10	.10
				Sunday edition (m)	47,916	.11	.11
		1812		Tennessean (a)	35,558	....	....
				Evening edition (r)	21,324	....	....
				Combined daily (e)	56,882	.09	.09
				Sunday edition (m)	34,922	.09	.09

TEXAS

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
10,274	60,000	1898	Abilene	Reporter (t)	4,808	.035	.035
				Sunday edition (m)	5,418	.035	.035
15,494	89,374	1909	Amarillo	News (c)	5,336*	.04	.04
				Sunday edition (m)	7,142*	.04	.04
			(Amarillo News absorbed Tribune March 1, 1923.)				
3,176	.....	1901	Athens	Review (r)	.....	.011	.011
34,876	85,000	1914	Austin	American (a)	9,748	.05	.05
				Sunday edition (m)	12,442	.06	.06
		1871		Statesman (s)	4,724	.04	.04
				Sunday edition (m)	5,675	.04	.04
2,767	.....	1905	Ballinger	Ledger (r)	732	.009	.009
3,454	.....	1904	Bay City	Tribune (r)	.....	.009	.009
40,422	80,000	1878	Beaumont	Enterprise (a)	21,987††	.08	.08
		1898		Journal (r)	6,640††	.05	.05
				Combined daily (e)	28,627††	.10	.10
				Sunday Enterprise (m)	30,587††	.09	.09
				Saturday Journal and Sunday Enterprise	.....	.11	.11
5,098	.....	1884	Belton	News (r)	.....	.021	.021
6,008	.....	1898	Bonham	Favorite (r)	1,490	.011	.011
1,846	.....	1920	Breckenridge	American (r)	.....	.035	.035
5,006	.....	1875	Brenham	Banner-Press (r)	1,085	.014	.014
11,791	.....	1893	Brownsville	Herald (s)	2,160	.025	.025
				Sunday edition (m)	2,160	.025	.025
8,233	.....	1901	Brownwood	Bulletin (r)	1,808	.025	.025
6,307	.....	1876	Bryan	Eagle (r)	1,286	.018	.018
7,422	35,000	1879	Cisco	News (t)	2,500	.03	.03
				Sunday edition (m)	2,500	.03	.03
12,820	35,000	1904	Cleburne	Review (c)	2,762	.021	.021
				Sunday edition (m)	2,762	.021	.021
			(Cleburne Enterprise suspended March 1, 1923.)				
3,842	.....	1914	Commerce	Journal (r)	.....	.011	.011
10,522	40,000	1914	Corpus Christi	Caller (a)	3,650	.035	.03
				Sunday edition (m)	3,650	.035	.03
		1910		Times (r)	.....	.025	.025
11,356	50,000	1897	Corsicana	Sun (r)	3,004	.021	.021
3,671	25,000	1894	Cuero	Record (t)	.....	.014	.014
				Sunday edition (m)	.....	.014	.014
158,976	325,000	1906	Dallas	Dispatch (r)	27,103	.07	.07
		1914		Journal (r)	41,482	.11	.11
		1885		News (a)	58,404	.18	.18
				Sunday edition (m)	97,053	.21	.21
		1879		Times-Herald (s)	50,273	.11	.11
				Sunday edition (m)	49,209	.11	.11
17,065	23,000	1889	Denison	Herald (t)	5,013	.03	.03
				Sunday edition (m)	5,013	.03	.03
7,626	35,355	1903	Denton	Record-Chronicle (r)	1,794	.018	.018
5,765	.....	1915	Eagle Pass	Guide (r)	.....	.018	.018
9,368	.....	1920	Eastland	Oil Belt News (t)	1,175	.021	.021
				Sunday edition (m)	1,175	.021	.021
83,836	399,429	1881	El Paso	Herald (s)	21,126	.08	.08
				Sat.-Sun. edition (m)	32,703	.08	.08
		1922		Post (r)	1,514	.05	.05
		1879		Times (a)	14,628	.07	.07
				Sunday edition (m)	19,587	.08	.08
7,224	.....	1892	Ennis	News (r)	1,007	.018	.018
120,000	185,000	1921	Fort Worth	Press (r)	8,722	.04	.04
		1903		Record (a)	23,000	.10	.10
				Sunday edition (m)	26,141	.10	.10
		1906		Star-Telegram (s)	91,987	.18	.18
				Sunday edition (m)	111,048	.20	.20
8,648	.....	1884	Gainesville	Register (r)	1,650	.018	.018
44,255	70,000	1842	Galveston	News (a)	10,636	.15	.15
				Sunday edition (m)	15,420	.16	.16
		1880		Tribune (r)	7,949	.05	.05
2,268	.....	1914	Gilmer	Mirror (r)	.....	.014	.014
3,128	.....	1897	Gonzales	Inquirer (r)	505	.011	.011
12,384	.....	1894	Greenville	Banner (r)	.....	.026	.02
		1890		Herald (c)	.....	.026	.02
				Sunday edition (m)	.....	.026	.02
6,952	20,000	1896	Hillsboro	Mirror (r)	1,192	.013	.013
149,117	186,667	1901	Houston	Chronicle (s)	55,300	.14	.14
				Sunday edition (m)	66,541	.16	.16
		1885		Post (a)	41,357	.12	.12
		1922		Evening edition (r)	8,068	.07	.07
				Combined daily (e)	49,425	.15	.15
				Sunday edition (m)	47,812	.12	.12
				E'v'g & Sunday (s)	.....	.15	.15
		1911		Press (r)	26,014	.08	.08
3,723	.....	1910	Jacksonville	Progress (r)	.....	.014	.014
2,107	.....	1904	Lampasas	Leader (r)	375	.007	.007
22,710	.....	1883	Laredo	Times (r)	.....	.018	.018
5,713	.....	1911	Long View	Times-Clarion (r)	.....	.021	.021
4,051	.....	1922	Lubbock	Avalanche (c)	.....	.029	.029
				Sunday edition (m)	.....	.029	.029

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

TEXAS—Continued

Population City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	5,000 Min. Agate Rate
4,878	.....	1915	Lufkin	News (r)	1,098	.013	.011
5,331	.....	1921	McAllen	Press (r)	.....	.025	.018
6,677	.....	1897	McKinney	Courier-Gazette (r)	1,633	.014	.014
4,310	.....	1901	Marlin	Democrat (r)	.....	.021	.021
14,271	.....	1877	Marshall	Messenger (r)	2,350	.025	.025
		1919		News (c)	3,936	.036	.036
				Sunday edition (m)	3,936	.036	.036
3,105	.....	1913	Mart	Herald (r)	420	.012	.012
10,132	.....	1899	Mexia	News (t)	.....	.043	.043
				Sunday edition (m)	.....	.043	.043
7,890	.....	1900	Mineral Wells	Index (r)	1,048	.017	.017
4,099	.....	1906	Mt. Pleasant	Hustler (r)	.....	.011	.011
3,546	.....	1899	Nacogdoches	Sentinel (r)	930	.011	.011
5,060	.....	1897	Navasota	Examiner-Review (r)	750	.013	.013
——	.....	1905	North Fort Worth	Sunday News (m)	.....	.035	.035
9,212	.....	1902	Orange	Leader (t)	1,893	.025	.025
				Sunday edition (m)	1,895	.025	.025
11,039	.....	1901	Palestine	Herald (r)	1,347	.011	.011
		1898		Visitor (r)	.....	.018	.018
15,040	.....	1887	Paris	Dinner Horn (r)	Free	.036	.036
		1869		News (c)	4,260	.03	.03
				Sunday edition (m)	4,260	.03	.03
22,251	.....	1897	Port Arthur	News (a)	5,272*	.035	.035
				Sunday edition (m)	5,357†	.035	.035
16,205	.....	1919	Ranger	Times (s)	2,537	.03	.03
				Sunday edition (m)	2,537	.03	.03
10,060	.....	1884	San Angelo	Standard (s)	2,707	.025	.025
				Sunday edition (m)	2,707	.027	.027
161,308	.....	1865	San Antonio	Express (a)	29,893*	.10	.10
				Sunday edition (m)	54,394*	.11	.11
		1918		News (r)	30,406*	.07	.07
				Combined daily (e)	84,289*	.16	.16
				E'v'g & Sunday (s)	.....	.17	.17
		1881		Light (s)	28,009*	.10	.10
				Sunday edition (m)	30,874*	.10	.10
5,070	.....	1917	San Benito	Light (r)	1,398	.021	.021
15,031	72,000	1879	Sherman	Democrat (t)	3,701	.025	.025
				Sunday edition (m)	3,701	.025	.025
5,558	.....	1918	Sulphur Springs	Gazette (t)	.....	.011	.011
				Sunday edition (m)	.....	.011	.011
		1888		News-Telegram (t)	.....	.012	.012
4,307	.....	1915	Sweetwater	Reporter (t)	1,550	.02	.02
				Sunday edition (m)	1,550	.02	.02
5,965	50,000	1903	Taylor	Democrat (r)	.....	.018	.018
		1913		Press (r)	2,306	.02	.018
11,033	.....	....	Temple	Mirror (m)	2,582	.025	.025
		1907		Telegram (a)	5,705	.04	.04
				Sunday edition (m)	6,221	.04	.04
8,439	.....	1900	Terrell	Transcript (r)	2,033	.025	.025
		1916		Tribune (s)	2,072	.018	.018
				Sunday edition (m)	2,072	.018	.018
19,737	25,000	1875	Texarkana	Four States Press (a)	4,468	.03	.03
				Sunday edition (m)	4,840	.03	.03
		1878		Texarkanian (See Arkansas)			
1,526	.....	1902	Timpson	Times (l)	.....	.011	.011
12,085	.....	1882	Tyler	Courier-Times (r)	2,153	.021	.021
5,957	.....	1897	Victoria	Advocate (t)	840	.014	.014
				Sunday edition (m)	840	.018	.018
38,500	.....	1911	Waco	News-Tribune (a)	15,597	.04	.04
				Sunday edition (m)	15,174	.04	.04
		1892		Times-Herald (s)	11,829	.04	.04
				Sunday edition (m)	11,829	.04	.04
7,958	.....	1893	Waxahachie	Light (r)	2,110	.032	.032
6,203	.....	1900	Weatherford	Herald (r)	.....	.014	.014
40,079	85,000	1919	Wichita Falls	Record-News (a)	.....	.04	.04
				Sunday edition (m)	.....	.04	.04
		1907		Times (s)	11,145	.05	.05
				Sunday edition (m)	11,079	.05	.05
6,184	.....	1897	Yoakum	Herald (r)	1,257	.018	.018
		1898		Times (j)	.....	.012	.012
				Sunday edition (m)	.....	.012	.012

UTAH

City	Trade Area	Estab.	City	Paper	Net Paid Circulation	Line	Rate
9,439	30,000	1878	Logan	Journal (r)	1,655	.018	.018
32,804	60,000	1870	Ogden	Standard-Examiner (s)	10,900	.06	.06
				Sunday edition (m)	10,913	.06	.06
10,303	40,000	1885	Provo	Herald (t)	2,238	.025	.025
				Sunday edition (m)	2,238	.025	.025
118,110	225,000	1850	Salt Lake City	Deseret News (r)	29,910	.07	.07
				Saturday edition (y)	.....	.08	.08
		1902		Telegram (s)	20,262	.08	.08
				Sunday edition (m)	25,933	.09	.09
		1871		Tribune (a)	38,594	.09	.09
				Sunday edition (m)	69,732	.13	.13

VERMONT

City	Trade Area	Estab.	City	Paper	Net Paid Circulation	Line	Rate
10,008	60,000	1897	Barre	Times (r)	6,629	.025	.025
9,982	.....	1903	Bennington	Banner (r)	3,037	.013	.013
7,324	30,000	1913	Brattleboro	Reformer (r)	3,162	.015	.015
22,779	50,000	1827	Burlington	Free Press (b)	11,970	.05	.05
		1894		News (r)	7,115	.04	.04
7,125	.....	1893	Montpelier	Argus (r)	3,159	.012	.012
14,954	56,000	1794	Rutland	Herald (b)	10,181	.04	.04
		1899		News (r)	2,900	.013	.013
7,582	.....	1861	St. Albans	Messenger (r)	3,079	.012	.012
8,701	.....	1919	St. Johnsbury	Caledonian-Record (r)	3,573	.015	.015

VIRGINIA

City	Trade Area	Estab.	City	Paper	Net Paid Circulation	Line	Rate
18,000	.....	1784	Alexandria	Gazette (r)	3,900	.025	.025
				(Applicant for A. B. C.)			
14,776	.....	1907	Bristol	Herald-Courier (c)	8,954	.04	.04
				Sunday edition (m)	8,954	.04	.04
10,688	.....	1892	Charlottesville	Progress (r)	3,772	.036	.021
6,150	.....	1905	Clifton Forge	Review (r)	1,206	.013	.013
5,623	.....	1914	Covington	Virginian (r)	.....	.02	.02
21,539	.....	1899	Danville	Bee (r)	7,468	...	...
		1847		Register (c)	5,109	...	...
				Combined daily (g)	12,577	.05	.05
				Sunday Register (m)	5,109	.05	.05
				News (r)	.....	.03	.03
		1923		Star (r)	1,778	.011	.011
5,882	.....	1895	Fredericksburg	News-Rcord (b)	6,788	.025	.025
5,875	80,000	1898	Harrisonburg	Swallow (r)	.....	.05	.04
1,000	.....	1917	Hot Springs	Advance (r)	5,965	...	...
30,070	152,159	1888	Lynchburg	News (c)	8,874	...	...
		1866		Combined daily (g)	14,839	.05	.05
				Sunday edition (m)	11,119	.05	.05
		1866		Press (c)	5,353	...	...
35,596	200,000	1896	Newport News	Sunday edition (m)	9,258	.05	.05
				Times-Herald (r)	8,215	...	...
		1900		Combined daily (g)	13,568	.05	.05

VIRGINIA—Continued

City	Trade Area	Estab.	City	Paper	Net Paid Circulation	Line	Rate
		1921		Post (r)	9,914	.04	.04
		1865		Virginian-Pilot (a)	33,766	.08	.08
				Sunday edition (m)	40,934	.10	.10
115,777	202,000	1876	Norfolk	Ledger-Dispatch (r)	39,402	.10	.10
3,068	.....	1913	Norton	Coalfield Progress (r)	.....	.018	.018
				Sunday edition (m)	.....	.018	.018
31,002	.....	1865	Petersburg	Progress & Index Appeal (s)	8,041	.045	.045
				Sunday edition (m)	8,041	.05	.05
54,387	.....	1894	Portsmouth	Star (s)	3,995	.04	.04
				Sunday edition (m)	3,995	.04	.04
5,277	.....	1905	Pulaski	Times & News-Review (r)	.....	.018	.018
171,767	200,000	1905	Richmond	Dispatch (r)	21,594	.07	.07
		1850		Times-Dispatch (a)	22,418	.07	.07
				Combined daily (e)	44,012	.11	.11
				Sunday edition (m)	41,798	.11	.11
				E'v'g & Sunday (s)	.....	.15	.15
		1903		News-Leader (r)	48,337	.11	.11
50,842	86,000	1886	Roanoke	Times (c)	10,828	...	...
				Sunday edition (m)	15,013	.06	.06
		1888		World-News (r)	11,089	...	...
				Combined daily (g)	21,917	.06	.06
10,623	50,000	1904	Staunton	Leader (r)	2,116	...	...
		1890		News-Leader (c)	4,241	...	...
				Combined daily (g)	6,357	.03	.03
				Sunday edition (m)	4,351	.03	.03
9,123	.....	1923	Suffolk	News (r)	.....	.029	.029
6,883	35,000	1896	Winchester	Star (r)	3,738	.02	.02

WASHINGTON

City	Trade Area	Estab.	City	Paper	Net Paid Circulation	Line	Rate
15,337	45,000	1901	Aberdeen	World (r)	5,216	.03	.03
				(After January 1, 1924, .035)			
25,570	.....	1922	Bellingham	American (r)	3,3,215	.03	.03
		1890		Herald (r)	11,834	.035	.035
		1884		Reveille (c)	8,341	.03	.03
				Sunday edition (m)	8,341	.035	.035
8,918	.....	1901	Bremerton	News-Searchlight (r)	2,040	.035	.035
7,549	.....	1891	Centralia	Chronicle (r)	2,957	.021	.021
3,810	.....	1907	Ellensburg	Record (r)	.....	.018	.018
27,644	67,498	1898	Everett	Herald (r)	13,346*	.04	.04
		1901		News (c)	4,130	.036	.036
				Sunday edition (m)	4,130	.036	.036
10,058	.....	1889	Hoquiam	Washingtonian (c)	3,700	.035	.035
				Sunday edition (m)	3,700	.035	.035
3,341	.....	1922	Mt. Vernon	Herald (r)	2,115	.021	.021
8,537	.....	1891	Olympia	Olympian (c)	1,017	.02	.02
				Sunday edition (m)	1,017	.02	.02
		1902		Recorder (r)	1,837	.02	.02
5,351	.....	1884	Port Angles	News (r)	2,700	.021	.021
				(News absorbed Herald June 15, 1923)			
315,652	400,000	1893	Seattle	Journal of Commerce (b)	4,135	.07	.05
		1863		Post-Intelligencer (a)	61,866	.17	.17
				Sunday edition (m)	138,571	.28	.28
		1899		Star (r)	73,111	.16	.16
		1885		Times (s)	57,904	.185	.185
				Sunday edition (m)	87,807	.23	.23
		1900		Union Record (r)	38,079	.13	.12
104,437	275,000	1886	Spokane	Chronicle (r)	39,346*	.10	.10
		1901		Press (r)	11,142	.035	.035
		1883		Spokesman-Review (a)	45,776*	.11	.11
				Sunday edition (m)	53,290*	.14	.14
96,965	160,000	1883	Tacoma	Ledger (a)	14,70[illegible]	.06	.06
				Sunday edition (m)	30,086	.09	.09
		1907		News-Tribune (r)	32,989	.09	.09
		1903		Times (r)	16,668	.05	.05
12,637	.....	1889	Vancouver	Columbian (r)	3,742	.029	.029
15,503	35,000	1906	Walla Walla	Bulletin (s)	4,408	.03	.03
				Sunday edition (m)	4,375	.03	.03
		1922		Times (s)	2,383	.025	.025
				Sunday edition (m)	2,369	.025	.025
		1869		Union (a)	3,601	.029	.029
				Sunday edition (m)	3,669	.029	.029
6,324	22,000	1905	Wenatchee	World (r)	7,783*	.04	.04
18,539	40,000	1905	Yakima	Herald (c)	6,215	.035	.035
				Sunday edition (m)	9,406	.035	.035
		1902		Republic (r)	6,433	.035	.035
				Combined daily (g)	12,648	.06	.06

WEST VIRGINIA

City	Trade Area	Estab.	City	Paper	Net Paid Circulation	Line	Rate
15,282	203,631	1893	Bluefield	Telegraph (a)	9,962	.04	.04
				Sunday edition (m)	13,722	.04	.04
39,608	100,000	1887	Charleston	Gazette (a)	18,808	.06	.06
				Sunday edition (m)	23,576	.07	.07
		1883		Mail (s)	00,000	.05	.05
				Sunday edition (m)	00.000	.05	.05
27,869	80,000	1910	Clarksburg	Exponent (c)	8,091	.03	.03
				Sunday edition (m)	8,612	.03	.03
		1861		Telegram (s)	7,979	.04	.04
		1914		Sunday edition (m)	10,076	.045	.045
6,788	.....	1907	Elkins	Inter-Mountain (r)	1,675	.018	.018
17,851	50,000	1900	Fairmont	Times (a)	7,675	.03	.03
		1918		Sunday edition (m)	6,218	.03	.03
		1868		West Virginian (r)	5,656	.03	.03
8,517	85,000	1903	Grafton	Sentinel (r)	2,572	.021	.021
3,912	.....	1902	Hinton	News (r)	.....	.007	.007
50,177	100,000	1889	Huntington	Advertiser (s)	10,114	.04	.04
				Sunday edition (m)	11,100	.04	.04
				(Rate is .035 until September 1, 1923.)			
		1909		Herald-Dispatch (a)	12,979	.04	.04
				Sunday edition (m)	12,662	.04	.04
6,003	.....	1912	Keyser	Mineral News (r)	1,500	.018	.018
3,673	.....	1920	Mannington	Leader (r)	1,684	.016	.016
12,515	40,000	1907	Martinsburg	Journal (r)	4,037*	.03	.03
12,127	.....	1897	Morgantown	New Dominion (b)	4,767	.025	.025
		1898		Post (r)	3,126	.021	.021
10,669	.....	1891	Moundsville	Echo (r)	2,072	.012	.012
		1910		Journal (r)	.....	.011	.011
20,039	45,000	1898	Parkersburg	News (a)	4,406	.025	.025
				Sunday edition (m)	6,125	.025	.025
		1889		Sentinel (r)	7,258	.03	.03
3,059	.....	1921	Point Pleasant	Register (r)	.....	.014	.014
3,238	.....	1895	Sisterville	Review (r)	1,200	.015	.015
4,918	.....	1852	Wellsburg	Herald (r)	1,108	.021	.011
56,208	150,000	1852	Wheeling	Intelligencer (b)	12,509	.0325	.0325
		1890		News (s)	13,498	.05	.05
				Combined daily (e)	26,007	.07	.07
				Sunday News (m)	18,372	.07	.07
				Morning & Sunday (a)	.....	.09	.09
		1863		Register (a)	14,368	.04	.04
				Sunday edition (m)	14,368	.04	.04
		1902		Telegraph (r)	7,351	.021	.021
6,819	.....	1913	Williamson	News (t)	.....	.021	.021
				Sunday edition (m)	.....	.021	.021

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

WISCONSIN

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
8,451	25,000	1904	Antigo	Journal (r)	3,443	.024	.021
19,561	60,000	1852	Appleton	Post-Crescent (r)	9,834	.035	.035
11,334	.....	1882	Ashland	Press (r)	2,850	.014	.014
5,538	.....	1894	Baraboo	News (r)	1,405	.011	.011
		1895		Republic (r)	1,000	.011	.011
7,992	.....	1911	Beaver Dam	Citizen (r)	2,346	.014	.012
21,284	80,000	1885	Beloit	News (r)	8,547	.045	.045
4,400	.....	1881	Berlin	Journal (r)	2,250	.024	.024
9,214	.....	1887	Chippewa Falls	Gazette (r)	3,774	.025	.025
		1894		Herald (r)	3,411	.021	.021
20,906	130,000	1881	Eau Claire	Leader (c)	5,238	....	....
				Telegram (r)	3,302	....	....
				Combined daily (e)	8,530	.035	.035
				Sunday Leader (m)	5,332	.035	.035
23,427	65,000	1870	Fond du Lac	Commonwealth (r)	6,524	.04	.04
		1883		Reporter (r)	6,491	.04	.04
31,017	75,000	1915	Green Bay	Press-Gazette (r)	11,726	.04	.04
18,293	80,000	1845	Janesville	Gazette (r)	10,469	.045	.045
40,472	51,500	1894	Kenosha	News (r)	8,040	.04	.04
30,363	175,000	1804	La Crosse	Tribune & Leader Press (r)	12,531	.05	.05
				Sunday edition (m)	11,905	.05	.05
38,378	200,000	1917	Madison	Capital Times (r)	16,272	.035	.035
		1839		State Journal (s)	19,461	.045	.045
				Sunday edition (m)	18,753	.045	.045
17,563	.....	1898	Manitowoc	Herald-News (r)	4,826	.03	.03
		1920		Times (r)	4,317	.03	.03
13,610	40,000	1892	Marinette	Eagle Star (r)	3,961	.025	.025
7,394	.....	1921	Marshfield	News (r)	2,275	.029	.029
7,214	.....	1894	Menasha	Record (r)	1,581	.011	.011
8,068	.....	1908	Merrill	Herald (r)	3,235	.025	.025
457,147	1,000,000	1882	Milwaukee	Journal (s)	116,866	.22	.22
				Sunday edition (m)	96,332	.22	.22
		1911		Leader (r)	48,497	.12	.12
		1837		Sentinel (a)	42,812	....	....
				Evening edition (r)	23,588	....	....
				Combined daily (e)	66,400	.14	.14
				Sunday edition (m)	49,526	.14	.14
		1847		Wisconsin News (r)	72,340	.17	.16
				Sunday Telegram (m)	121,053	.25	.25

WISCONSIN—Continued

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
4,478	21,568	1878	Monroe	Journal (r)	895	.011	.011
		1898		Times (r)	2,686	.025	.025
7,171	.....	1881	Neenah	News & Times (r)	.....	.016	.016
33,162	100,000	1868	Oshkosh	Northwestern (r)	13,653	.06	.06
5,582	35,000	1850	Portage	Register-Democrat (r)	1,800	.021	.021
58,593	79,011	1881	Racine	Journal-News (r)	9,485	.05	.05
		1883		Times-Call (r)	6,922	.045	.045
6,656	18,000	1917	Rhinelander	News (r)	1,410	.018	.018
30,955	209,085	1907	Sheboygan	Press-Telegram (r)	10,285	.045	.045
11,370	.....	1895	Stevens Pt.	Journal (r)	4,288	.03	.03
5,101	.....	1906	Stoughton	Courier-Hub (r)	1,279	.018	.018
39,624	140,000	1890	Superior	Telegram (r)	18,266	.06	.06
		1920		Wisconsin Sunday Times (m)	8,653	.04	.04
9,299	50,000	1895	Watertown	Times (r)	3,329	.028	.026
12,558	.....	1919	Waukesha	Freeman (r)	1,824	.014	.014
18,661	34,000	1907	Wausau	Record-Herald (r)	6,537	.04	.04
7,243	.....	1914	Wisconsin Rapids	Tribune (r)	3,365	.021	.021

WYOMING

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
11,447	27,000	1919	Casper	Herald (a)	5,132	.05	.05
				Sunday edition (m)	10,581	.09	.09
		1916		Tribune (s)	7,972	.05	.05
				Sunday edition (m)	8,046	.05	.05
13,829	20,000	1867	Cheyenne	State Tribune (s)	7,222	.04	.04
				Sunday edition (m)	.....	.04	.04
2,133	.....	1918	Lander	Post (r)	.....	.021	.021
6,301	.....	1886	Laramie	Boomerang (r)	1,178	.021	.021
		1890		Republican (r)	1,773	.025	.021
9,175	.....	1906	Sheridan	Enterprise (r)	.....	.03	.03
		1883		Post (c)	.....	.03	.03
				Sunday edition (m)	.....	.03	.03

(Post and Enterprise will be merged July 1)

TERRITORY OF HAWAII

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
83,327	.....	1856	Honolulu	Advertiser (a)	10,072**	.06	.06
				Sunday edition (m)	15,828**	.065	.065
		1836		Star-Bulletin (r)	12,821	.055	.055
				Saturday edition (y)	.....	.06	.06

CIRCULATIONS AND RATES ANALYZED

(*Continued from page* 20)

ing shop and beating down labor's wages, so that the rate card might again look like the remnant counter. And a few switched to billboards and magazines, chiefly because their 10,000-line contract couldn't earn the same rate that the local department store merited with its use of 100,000 or 500,000 lines.

But most of them and a lot of others are back. May lineage for the United States reached a new mark and a very large proportion of it was foreign advertising. The total lineage for the principal cities of the country during the first six months of 1923 will reach figures never before approached. This is solid advertising, bought to secure sales, for no large advertiser now needs to learn that you can't beat the income tax by advertising. Evidently it is getting the desired results, for retail business is on new high levels and dividend increased by large national advertisers are daily items in the financial news.

The lesson is plain for publishers. Costs are not going down. Increased volume of advertising after a certain point in every shop means higher cost of making the newspaper and it is this additional cost that will devour the profits unless it is overcome by more efficient methods of production or a higher charge. Both means are open in many offices, and if the latter is found necessary, it should be made effective without delay. Newspapers found it possible to increase rates during the 1920-1921 depression, sometimes with temporary loss of business, but almost unfailingly with difficulty and debate. Those which had taken advantage of the previous rise to put their rates on a basis that would pay expenses and a profit, in some instances found it possible to reduce their tariffs slightly when advertisers were making heavy weather, with satisfaction on all sides.

Present conditions are somewhat similar to those of 1919; they are resting on a firmer foundation and will probably enjoy a longer span, but they are certain to change for the worse eventually. The present is therefore the time for the newspaper which is thinking about a new rate card to publish it. Advertisers will pay a justifiable increase now with little argument when their sales are easy and profits robust. They won't do so when they count their appropriations in pennies instead of thousands, no matter how good a case the publisher makes.

There is no reason for publishers to follow dictum of a well known dry goods advertising man that selling price has nothing to do with production cost. Too often has that been true of newspaperpapers to the publisher's disaster. His immediate outlook is to make his selling price cover production cost, plus a reasonable profit, and to do it now.

Richmond Move Delayed

Although the handsome new home of the Richmond (Va.) News Leader on North Fourth street near Grace is practically completed, it will probably not be occupied until the latter part of the summer, owing to delay in getting new presses.

Circulation Man Changes Cities

Herbert Peters, for the last four years circulation manager of the Witchita (Tex.) Daily Times has resigned to become circulation manager of the Galveston News. He is succeeded by R. R. Russell, latterly assistant circulation manager of the Times. S. Y. Seward becomes assistant to Mr. Russell.

Contract for New Plant

A. H. Hammond and H. A. Hammond, owners and publishers of the Daily Messenger, Caldwell, Kan., have let the contract for a new newspaper plant. The Messenger was recently consolidated with the Sumner County Mirror and Hunnewell Herald under their present name.

Canada Opens London Bureau

A press bureau has been opened in in London, England, by the Canadian government, with W. T. Cranfield as director. The bureau head is well known under the nom de plume of Dennis Crane.

Missouri Paper Launched

The Coffey (Mo.) American was recently launched by Hassett Pugh, former editor and publisher of the Coffey Chronicle.

Evening and Sunday in Lima

The Lima (O.) Republican-Gazette is now being published week-day evenings and Sunday mornings.

COUNTRY PAPERS NOW ON BUSINESS BASIS

Small Town Publisher Has Learned His Product Is Worth Fair Price and He Can Get It Just as Easy as a Cut Rate

By Carey J. Williams

Editorial Note—Mr. Williams is business manager of the Greensboro (Ga.) Herald Journal.

The country editor and publisher was once regarded as an object of charity by the people of his community. In placing an advertisement in his paper, the merchant would say: "I am giving you this to help you along." The merchant thought he would never realize any real benefit from the advertisement, but the newspaper was a local institution and it was his duty to help support it.

The country editor and publisher was placed in this position on his own accord—he alone was responsible for it. He never secured a fair price for his work. In fact, he didn't demand it.

But that day has gone. The recent war revolutionized country journalism. It weeded out all the weaklings. The good managers of country newspapers are still in the business. When prices were inflated, the publisher was forced to increase his subscription rate. Most of them doubled their rate, and practically all of the weeklies in the United States are still charging and getting the same price for their paper as in "good times."

When all material increased, job work went up. The publisher learned then and there, if he charged a fair price for his work, he could secure it. Advertising rates were increased, and still concerns advertised.

Every country weekly should adopt the cash-in-advance policy for their paper. It eliminates lots of bookkeeping, it's more satisfactory. It's better to print 1200 papers when your subscription list is paid-in-advance than to print 1800 when you charge for it. In the long run, you will make more money.

Of course, you must print a better paper. You must carry more news and local happenings. The most popular department in the country weeklies today are the county correspondents' news letters. A paper that covers every section of the county with a good, live news letter will have subscribers in every part of the county. It's human nature for people to like to see their names in print. News letters and personals do the work. When you start to printing lots of names, people will subscribe.

If your publication is selling for $2.00 a year, never lower the price during dull seasons, to secure more subscribers. If you once cut the price, the subscriber will want to know why you can't sell it to him at the same price one month as you could another.

In dealing with foreign advertisers always secure your rate card price. Where you demand it, you will receive it.

Never accept an attractive proposition below your rate card standard. An advertiser might say that he deserves a reduction in rate because his ad is an electro and you do not have to change it. He has the privilege of changing his advertisements if he desires, and it's no fault of the publisher if he doesn't.

Never run a dead advertisement to fill the space. If your forms need three or four columns to make out the page, use interesting plate matter or run an advertisement for your own business. If you insert an advertisement one time after the limit expires, the advertiser will want to know why you can't do it again. Every weekly shop should have about thirty galleys of miscellaneous matter standing, ready to be used in case of an emergency. You never know when something might happen that will delay you in publishing your paper.

Suppose we compare a newspaper to a moving picture theater. If there are any vacant seats, the show goes on. The manager doesn't go out and issue free passes to fill up the seats. It costs you to gain admission to the theatre. Make your advertisers pay to gain admission to your paper.

Sometimes a subscriber will come in and kick about the subscription rate. If your paper is $2.00 a year, ask him what could he buy for four cents that would benefit his family as much as your paper. A five-cent cigar is only a few minutes' enjoyment for one person; a five-cent paper is entertainment for an entire family.

The country publisher can get a good price for everything he has to sell. Demand a fair price. A lifted chin and a determined grin will solve the problem.

No State Can Offer More or Better Opportunities for Successful Advertising than can this

GREAT KEYSTONE STATE

Pennsylvania leads all states in mineral and industrial production. Its mineral riches are very great. The last census reported anthracite coal output at 86,200,000 tons, bituminous 145,300,000 tons, worth together about $900,000,000. The coke output alone was $160,357,000. The natural wealth in iron ore, oil and quarries is very large.

Industries of State Built on These Basic Elements

Pennsylvania produced nearly half the steel of the country, shipping it to all parts of the world. In 1920 its production in pig iron was 13,983-134 gross tons. Pittsburgh is the center of the greatest metal production ever attained in one locality.

Production Varied in all Parts of The State

The State leads all Midwest States in cotton goods, is second in silk and wool goods, ranks first in leather output, glazed kid is the most important. There are more than 20,000 industrial plants paying $1,864,000,-000 in wages to 1,523,000 employees.

Prosperity Is Permanently Planted in Pennsylvania

This great commonwealth offers an excellent territory to any advertiser who seeks to test the appeal of his commodity to Americans of the substantial, discerning kind: and the initial expense in thus entering one of the richest markets in the world is, as shown by the line rates quoted, moderate indeed.

CULTIVATE THIS MARKET WITH THESE NEWSPAPERS

	Circulation	2,500 lines	10,000 lines
†Allentown Call (M)	29,273	.09	.09
†Allentown Call (S)	16,749	.09	.09
†Bloomsburg Press (M)	6,750	.029	.029
*Chester Times & Republican (M&E)	14,824	.05	.05
†Coatesville Record (E)	5,369	.0214	.0214
†Connellsville Courier (E)	6,247	.0179	.0179
†Easton Express (E)	20,017	.07	.07
*Easton Free Press (E)	13,293	.05	.05
*Erie Times (E)	27,499	.08	.08
†Harrisburg Telegraph (E)	39,685	.095	.095
†Johnstown Ledger (M)	13,234	.05	.05
*Oil City Derrick (M)	6,296	.035	.035
†Pottsville Republican and Morning Paper (E&M)	14,114	.07	.06
Scranton Republican (M)	32,180	.12	.10
†Scranton Times (E)	37,748	.12	.10
*Sharon Herald (E)	5,391	.021	.021
†Sunbury Daily Item (E)	4,216	.021	.018
*Warren Times-Mirror (E&M)	8,115	.036	.036
*Washington Observer and Reporter (M&E)	16,378	.06	.05
†West Chester Local News (E)	11,297	.03	.03
*Wilkes-Barre Times-Leader (E)	22,577	.08	.05
†York Dispatch (E)	17,364	.045	.045
†York Gazette and Daily (M)	17,006	.045	.045

*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

CIRCULATIONS AND RATES OF CANADIAN DAILY NEWSPAPERS

Circulations Are Latest Sworn Publishers' Statement on Reports to the Audit Bureau of Circulations for Six Months Ending March 31, 1923.

ALBERTA

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
63,305	200,000	1902	Calgary	Albertan (b)	11,827	.05	.05
		1883		Herald (r)	24,938	.08	.08
58,627	300,000	1880	Edmonton	Bulletin (b)	5,091*	.05	.05
		1903		Journal (t)	21,892	.07	.07
				Saturday edition (y)	28,574	.07	.07
11,055	55,000	1907	Lethbridge	Herald (r)	6,170	.025	.025
9,634	40,606	1910	Medicine Hat	News (r)	2,101	.015	.015

BRITISH COLUMBIA

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
9,350	.....	1784	Nanaimo	Free Press (r)	2,500	.02	.02
		....		News (c)	2,400	.025	.025
				Sunday edition (m)	2,400	.025	.025
5,230	50,000	1902	Nelson	News (b)	3,786	.025	.025
14,440	.....	1860	New Westminster	British Columbian (r)	3,000	.029	.029
6,376	12,000	1907	Prince Rupert	Empire (r)	2,178	.018	.018
		1909		News (r)	1,513	.025	.021
117,217	175,000	1898	Vancouver	Province (r)	61,265	.11	.10
		1911		Sun (a)	22,595	.06	.06
				Sunday edition (m)	37,708	.10	.10
		1888		World (t)	16,742	.07	.07
				Saturday edition (y)	20,895	.07	.07
38,775	75,000	1858	Victoria	Colonist (c)	9,805	.055	.055
				Sunday edition (m)	12,179	.055	.055
		1881		Times (r)	9,119	.05	.05

MANITOBA

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
16,408	.....	1863	Brandon	Sun (r)	4,926	.025	.025
6,748	.....	....	Portage la Prairie	Graphic (r)	1,620	.016	.016
178,364	240,000	1874	Winnipeg	Free Press (b)	23,263	....	....
				Free Press Bulletin	46,388	....	....
				Combined daily (e)	69,651	.15	.15
		1890		Tribune (r)	38,245	.10	.10

NEW BRUNSWICK

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
9,000	.....	180	Fredericton	Gleaner (r)	6,247	.036	.026
		....		Mail (r)	.....	.018	.011
20,000	.....	1868	Moncton	Times (b)	4,123	.015	.015
		1882		Transcript (r)	4,713	.015	.015
46,504	388,092	....	St. John	Globe (r)	7,000	.03	.03
		1909		Journal (b)	9,300	.05	.05
		1868		Telegraph (b)	14,651	.04	.04
		1904		Times-Star (r)	15,434	.04	.04
				Combined daily (e)	30,085	.06	.06

NOVA SCOTIA

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
9,998	.....	....	Amherst	News-Sentinel (r)	2,025	.011	.011
20,000	.....	1901	Glace Bay	Gazette (r)	6,414	.02	.02
56,998	.....	1844	Halifax	Chronicle (b)	9,809	.06	.06
		1873		Echo (r)	8,895	.05	.05
				Combined daily (e)	18,704	.09	.09
		1875		Herald (b)	16,611	...	...
		1878		Mail (r)	16,079	...	...
				Combined daily (e)	32,690	.10	.10
		1878		Sunday Leader	6,124	.05	.05
8,974	.....	1910	New Glasgow	News (r)	3,300	.013	.013
.....	.....	1920	North Sydney	Herald (r)	.....	.011	.011
22,527	80,000	1900	Sydney	Post (b)	2,385	...	...
				Evening edition (r)	1,150	...	...
				Combined daily (e)	3,535	.025	.025
		1898		Record (r)	4,990	.015	.015
7,600	.....	....	Truro	News (r)	1,250	.009	.007

ONTARIO

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
12,163	.....	1867	Belleville	Intelligencer (r)	5,649	.022	.017
		1870		Ontario (r)	2,800	.015	.011
29,440	51,000	1853	Brantford	Expositor (r)	10,917	.035	.035
9,057	50,000	1820	Brockville	Recorder & Times (r)	4,148	.018	.013
16,000	70,000	1865	Chatham	News (r)	6,271	.025	.025
	(Applicant for A. B. C.)						
20,251	36,000	1895	Ft. William	Times-Journal (r)	3,848	.025	.025
13,337	72,000	1896	Galt	Reporter (r)	4,908*	.025	.02
18,128	30,000	1872	Guelph	Herald (r)	3,290	.015	.01
		1867		Mercury (r)	4,476	.025	.02
113,894	150,000	1889	Hamilton	Herald (r)	20,737	.05	.05
		1846		Spectator (r)	31,658	.08	.08
24,104	54,000	1849	Kingston	British Whig (r)	7,052*	.03	.03
		1810		Standard (r)	7,041*	.03	.03
27,646	31,500	1877	Kitchener	Record (r)	8,166	.03	.03
7,542	20,000	....	Lindsay	Post (r)	2,436*	.018	.018

ONTARIO—Continued

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
60,685	350,000	1863	London	Advertiser (b)	15,973	....	...
				Evening edition (r)	5,180	....	...
				Combined daily (e)	21,153	.06	.06
		1849		Free Press (b)	25,964	....	...
				Evening edition (r)	12,423	....	...
				Combined daily (e)	38,387	.08	.08
14,695	.....	1914	Niagara Falls	Review (r)	3,701	.018	.01
136,331	280,000	1844	Ottawa	Citizen (b)	7,417*	....	...
				Evening edition (r)	20,281*	....	...
				Combined daily (e)	27,698*	.08	.08
		1917		Journal (b)	4,566*	....	...
		1885		Evening edition (r)	22,121*	....	...
				Combined daily (e)	26,687*	.08	.08
		1913		Le Droit (r)	8,394	.035	.03
13,500	.....	1922	Owen Sound	Sun-Times (r)	6,373	.02	.02
20,989	33,000	1884	Peterborough	Examiner (r)	6,143*	.025	.02
16,134	.....	1903	Port Arthur	News-Chronicle (r)	4,580	.036	.02
19,881	50,000	1891	St. Catharines	Standard (r)	9,322	.035	.03
18,500	50,000	1882	St. Thomas	Times-Journal (r)	9,543	.035	.03
18,859	.....	1895	Sarnia	Canadian Observer (r)	4,538	.025	.01
	(Applicant for A. B. C.)						
21,092	24,500	1912	Sault Ste. Marie	Star (r)	4,217*	.025	.02
16,064	50,000	1923	Stratford	Beacon-Herald (r)	.....	.028	.02
(Beacon and Herald merged May 1, 1923. Circulation statements as of March 31 were: Beacon ..... 3,175 Herald ..... 4,209)							
522,666	750,000	1844	Toronto	Globe (b)	98,139	.20	.20
		1872		Mail & Empire (b)	101,606	.20	.20
				Sunday World (m)	73,820	.17	.17
		1887		Saturday Night (y)	333,786	.23	.22
		1892		Star (r)	124,123	.20	.20
		1910		Sunday edition (m)	146,032	.20	.20
		1876		Telegram (r)	104,252	.17	.17
55,860	115,000	1918	Windsor	Border Cities Star (r)	21,172	.06	.06
15,683	40,000	1886	Woodstock-Ingersoll	Sentinel-Review (r)	5,686	.02	.02

PRINCE EDWARD ISLAND

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
12,350	88,000	1891	Charlottetown	Guardian (b)	7,191	.03	.02
		1854		Patriot (r)	5,000	.015	.01

QUEBEC

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
10,000	.....	1878	Levis	Quotidien (r)	3,500	.015	.01
712,009	870,000	1903	Montreal	LeCanada (b)	7,219	.07	.0
		1910		Le Devoir (r)	11,780	.06	.04
		1778		Gazette (b)	29,333	.09	.08
		1811		Herald (r)	12,864	.06	.06
				La Patrie (t)	22,916	.09	.08
				U. S. edition (t)	2,640	...	...
				Total (t)	25,556	...	...
				Saturday Can. (y)	36,284	...	...
				Saturday U. S. (y)	2,640	...	...
				Total Saturday (y)	38,924	...	...
		1884		La Presse (r)	119,574	.18	.18
				U. S. edition (r)	23,404	.10	.10
				Total (r)	142,978	.225	.22
		1869		Star (r)	107,384	.18	.16
		1905		Standard (y)	71,210	.15	.13
104,528	150,000	1907	Quebec	Action Catholique (r)	20,663	.07	.06
		1764		Chronicle (b)	.....	.02	.01
		1867		L'Evenement (b)	17,066	.06	.03
		1882		Le Soleil (r)	42,459	.10	.10
		1874		Telegraph (r)	12,452	.04	.03
25,069	175,000	1897	Sherbrooke	Record (r)	9,439	.045	.04
		1910		La Tribune (r)	5,578	.04	.04
22,317	100,000	1920	Three Rivers	Le Nouvelliste (r)	5,054	.03	.03

SASKATCHEWAN

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
19,285	100,000	1889	Moose Jaw	Times (r)	6,128	.05	.05
7,554	50,000	1911	Prince Albert	Herald (r)	2,707	.02	.02
34,432	200,000	1883	Regina	Leader (b)	18,406	...	...
				Saturday edition (y)	24,223	...	...
		1910		Post	8,220	...	...
				Combined daily (e)	26,620	.09	.09
25,739	200,000	1902	Saskatoon	Phoenix (b)	1,917	...	...
		1905		Star (r)	22,463	...	...
				Combined daily (e)	24,380	.08	.08

DOMINION OF NEWFOUNDLAND

City	Population Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line	Rate
40,000	.....	....	St. John's	Advocate (r)	5,000	.011	.01
		....		News (b)	6,525	.021	.01
		....		Telegram (r)	8,512	.02	.01

EXPLANATION OF KEY LETTERS IN FOREGOING TABLE

THE small letters in parentheses which follow the name of each paper indicate the time of day and the days of the week on which it is published. The characters which are attached to some of the circulation figures indicate the period for which the statement is made. Bold face type in the name of a newspaper indicates that it is published evenings. Light face type is used for morning and for Sunday papers. Bold face circulation figures are used for those taken from statements and reports of the Audit Bureau of Circulations. Light face figures are used for statements made to the Post Office and for publishers' sworn statements.

City population figures are from Census reports. Trading area figures are those set up by the Audit Bureau of Circulations or publishers' statements based on Chamber of Commerce estimates. Date of establishment of each paper is taken from individual rate cards, A. B. C. documents, or from the 1923 Newspaper Annual of N. W. Ayer & Son. Advertising rates have been corrected up to the hour of going to press, June 29.

The characters designating circulation indicate the following:

(*) Publishers' Statement to the A. B. C. for three months ending March 31, 1923.

(**) Publishers' Statement to the A. B. C. for six months ending Sept. 30, 1922.

(†) Audit by the A. B. C. for six months ending Dec. 31, 1922.

(††) Audit by the A. B. C. for six months ending March 31, 1923.

(x) Audit by the A. B. C. for year ending March 31, 1923.

(‡) Audit by the A. B. C. for three months ending March 31, 1923.

Letters denoting hours and days of publication follow:

(a) Every morning.

(b) Morning except Sunday.

(c) Morning except Monday.

(d) Morning except Sunday and Monday.

(e) Morning and evening weekdays.

(f) Morning and evening weekdays and Sunday morning.

(g) Morning except Monday and Evening except Sunday.

(h) Morning except Sunday and evening except Saturday and Sunday.

(i) Morning except Sunday and Monday and evening except Sunday.

(j) Morning, except Saturday and Monday, and Sunday.

(k) Evening, except Monday, and Sunday.

(l) Evening except Thursday and except Sunday.

(m) Sunday only.

(n) Monday evening only.

(o) Evening except Monday.

(p) Evening except Sunday and except Wednesday.

(q) Every evening.

(r) Evening except Sunday.

(s) Evening, except Sunday, and Sunday morning.

(t) Evening, except Saturday, and Sunday morning.

(u) Evening, except Saturday and Sunday, and Sunday morning.

(v) Sunday evening only.

(w) Evening, except Thursday, and Sunday.

(y) Saturday only.

(z) Friday only.

ROCHESTER CLUB GETS PLEA TO JOIN A.A.C.W.

ew York State Newspapers Ad Managers Hear Trend Is Decidedly from Magazines to Daily Merchandising

More than 100 gathered at Hotel ochester, Rochester, N. Y., for the anual two-day convention of the New ork State Daily Newspaper Advertisg Managers' Association. Frank A. ood, advertising manager of the ochester Times-Union, and president of e State body, presided.

Among the speakers were Frederick rone, director of the New York State formation Bureau of Public Utilities, ow to Secure Public Utility Advertisg"; Robert M. Searle, president ochester Gas & Electric Corporation, alking to the Public Through Paid dvertising Space"; Leo E. McGiven, omotion manager New York Daily ews; Samuel Parry, president Rochesr Ad Club; Harry D. Robbins, H. D. obbins & Co., New York; Frederick . Berkley, advertising agent, New ork.

The Rochester committee in charge of rangements was composed of Fred each, Fred Hussey, Harry Buck, Demat & Chronicle; William Pfaff, W. E. onway, Lyman Hart, Herald; Harold eachner, Irving Fitch and Frank A. ood, Times-Union.

Stating that the Associated Advertisg Clubs of the World had after years hard efforts secured the interest and holehearted co-operation of the officials the United States Government from e President down, Harry D. Robbins, ho is chairman of the National Vigince Committee of the international oranization, deplored the fact that the ochester Ad Club was not affiliated ith the international body.

Frederick M. Berkley predicted that ithin five years all nationally advertised aple commodities would be advertised the daily papers in preference to maganes. He declared that the trend was solutely toward newspapers, and that dvertising agencies would have to pay ore attention hereafter to merchandisg "and less to pretty pictures and owery language in copy."

MEMORIAL DAY CHANGE

sh Starts Move to Make It Last Sunday in May

Theodore E. Ash, of the advertising gency of Philadelphia bearing his name, roposes that the observance of Memorial ay be changed from May 30 to the st Sunday in May. His reasons are at Memorial Day has resolved itself to a day of picnics, sports and outings, ith very little thought for the original urpose of the day. A resolution, will e presented by him at the next encampent of the Veterans of Foreign Wars.

Mr. Ash is a veteran of the Spanishmerican and World Wars, is a son of veteran of the Civil War, and a greatandson of General Ash, who was aide-camp of General Washington.

Brokers Win Public Ledger Cup

The annual contest for the Philadelphia ublic Ledger golf cup was played off the Stenton Golf Club, June 13, bere 400 members of the Association of anufacturers' Representatives. The cup as won by the brokers' division of the ganization from the manufacturers' ents.

PRESS CLUB ELECTS

alls City Man Heads Southeastern Nebraska Association

The Southeastern Nebraska Press lub, meeting at Auburn June 18, elect the following officers: President, W. . Orr, business manager Falls City urnal; vice-president, S. W. Thurber, itor Tecumseh Chieftain (re-elected); secretary, Miss Eunice Haskins, editor Stella Press (re-elected). The next meeting will be held at Falls City next winter.

Among the speakers were: State Senator J. S. Kroh, Ogallala, president Nebraska State Press Association, "The Press and the Legislature"; J. C. Voline, Auburn Herald, "What Shall We Do With the Space Grafter"; G. E. Hungerford, Shubert Citizen, 'Price Cutting."

Solicitors and Foreman Debate

Members of the advertising department of the San Antonio Express and Evening News met with the ad foreman and circulation manager of these papers at a dinner in the Gunter Hotel. The solicitors spoke on the necessity of co-operation from the mechanical departments in giving service to advertisers. The foremen replied, stressing the importance of getting copy in early and in good shape to insure good typography. The meeting was terminated with talks by F. G. Huntress, general manager, and Ed. H. Everett, director of advertising of the two papers.

Cool Gets D.C., B.B.B. Post

Howard C. Cool of Cleveland was named director of the Washington Better Business Bureau at a meeting of the board of trustees June 15. Mr. Cool, for several years head of the Cleveland Better Business Commission, succeeds Frank R. Black, acting director for six weeks. Mr. Black will return to New York as director of clothing and fabric investigations for the National Vigilance Committee. Louis Rothschild will continue as assistant director.

Chief Sued in Newsy's Arrest

Suits alleging false arrest were filed at Geneva, Ill., this week against the Chief of Police and other city officials as a result of the arrest there a few days ago of George Chase, a crippled newsboy, and Horace Kennel, a member of the firm of Kennel Bros., newspaper distributors. Chase was arrested on complaint of a Greek fruit dealer who wanted his stand removed so he might take over the news agency. Kennel was arrested when he objected to removal of the stand by the police.

Sole Owner of Bangor Daily News

J. Norman Towle, for some time managing editor and owner of 244 out of 500 shares of stock in the Bangor (Me.) Daily News, becomes sole owner of the paper through the purchase of the balance of the stock from Frederick W. Adams. Mr. Towle also bought from Mr. Adams the four-story building housing the News plant and the Bijou Theater, which is under lease.

Sells Paper to Opposition

J. N. Stonebraker, former owner of the Carrollton (Mo.) Republican-Record and former president of the Missouri Press Association, has sold the Boone County (Ia.) Pioneer to his opposition, the Boone County News-Republican, and is contemplating returning to Missouri.

Ex-Journalist Heads Motorists

Thomas P. Henry, of Detroit, who recently was elected president of the American Automobile Association, is a former newspaper man. He is at present president and owner of the Henry Linotyping Company, Detroit.

Trade Oklahoma Papers

Grady L. Webster, former editor and publisher of the Madill (Okla) Record, has traded with Walter Smith of the Wewoka (Okla.) Capital-Democrat and is now in charge.

Paper Company Builds Homes

The International Paper Company is engaged in a $500,000 home building project at LaSalle to provide residences for its Niagara Falls employes.

HERE IS A REAL MARKET SERVED BY

9161 Grocery and Delicatessen Stores
1369 Hardware Stores
870 Dry Goods Stores
1803 Drug Stores

This INDIANA market has everything for business success; people, money, stores, transportation. It can be successfully advertised to, for trade marked package goods, confections, medicines, toilet requisites, hardware, and hundreds of other necessary articles as well as luxuries.

If you have a national distribution you cannot cover this great territory effectively with a scattering of outside national media. You must use Indiana daily newspapers for they go into the homes, are read and believed by all loyal Hoosiers.

Indiana with three million population—with the highest native born population of all States—over 92%—with prosperous cities and wideawake, well edited daily newspapers, makes it a state worthy of the consideration of any National Advertiser.

		Circulation	Rate for 5,000 lines
*Crawfordsville Review	(M)	5,200	.025
†Decatur Democrat	(E)	3,144	.025
*Evansville Courier	(M)	26,325	.06
*Evansville Courier	(S)	23,504	.06
*Fort Wayne Journal-Gazette	(M)	26,279	.07
*Fort Wayne Journal-Gazette	(S)	31,008	.07
*Fort Wayne News-Sentinel	(E)	38,328	.09
*Gary Evening Post and Tribune	(E)	10,409	.05
*Indianapolis News	(E)	127,361	.23
*Lafayette Journal & Courier	(M) 7,076 (E) 12,208	19,284	.05
†La Porte Herald	(E)	4,106	.025
†South Bend News-Times	(M) 10,342 (E) 11,263	21,605	.06
*South Bend News-Times	(S)	20,174	.06
†South Bend Tribune	(S) 18,909 (E)	19,368	.055
*Terre Haute Tribune	(E&S)	24,442	.06

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

ABSENCE OF NATIONAL NEWSPAPERS IN U. S. IMPRESSES IMBER

Managing Director of Group Formerly Known as Northcliffe Press Tells How Daily Mail Is Put on Breakfast Tables of All England

By ROSALIE ARMISTEAD HIGGINS

ONE of the dominating figures in the British delegation attending the Associated Advertising Clubs convention at Atlantic City was Horace S. Imber, managing director of The Association Newspapers of Great Britain, known in America heretofore as the Northcliffe Press.

Standing six feet two, broad shouldered, erect and with white hair, one instinctively turned to look at him as he passed, with the thought that "here is a man who does things." More noticeable than his towering height is his kindly smile, and his eager interest in everything American.

On the spacious porch of the Ambassador Hotel, where Mr. Imber and his wife stayed during the convention, I had an interesting chat with the big Britisher. So many questions came to my mind, and Mr. Imber was in such great demand at the convention and was being rushed hither and thither by his friends, that I had little time to debate but took a running start and asked:

"Mr. Imber, what do you notice as the greatest contrast between our great daily papers and the big dailies in London?"

His reply came promptly:

"The thing which impresses me most is the lack of any single newspaper in your country having what I call a national influence. This is easily explained when we look at the great distances between your big industrial centers and large cities. In the United Kingdom again we have a close network of railways operating in a territory no part of which is much more than 400 miles from the center. In this way, the Daily Mail, the greatest of our national newspapers, can be bought before breakfast time in three-fourths of the whole of the territory comprising the United Kingdom. Its influence permeates the whole of Great Britain from John o' Groat's to Land's End, linking up in its sphere Ireland and all the outlying islands.

"In order to secure this unique distribution, the Daily Mail is printed simultaneously in London and Manchester. Manchester is distant from London about 200 miles. The advertisement part of the paper is prepared early on the morning previous to publication and is dispatched by rail to Manchester in the form of matrices, the news being telegraphed word by word, stipulating the denomination of type to be used, in order that the two editions may be exactly alike.

"The advertiser in America has to use a very large number of media in order to make a national appeal. We claim in the United Kingdom that a national appeal can be made by the use of two or three national newspapers. In fact the Daily Mail itself is considered by many Americans when commencing advertising operations in our country as being more than enough for the first few years of their development.

"In America you have not only to use a large number of influential daily papers, but also a large number of weekly journals before you can get a real national audience. England's greatest newspaper, in itself, gives the opportunity of testing the market and developing business throughout the length and breadth of the United Kingdom."

"What do you expect to gain in an advertising way from this trip?" I asked Mr. Imber. He replied:

"We have come here more than anything else to learn salesmanship. We believe that our factories, our warehouses and our offices are as well equipped as anything you have on this side, but we do think you can give us points in salesmanship. We have got elaborate works. We have weekly meetings of directors, we have conferences on price and production, but we have not, in the general sense of the term, a director of salesmanship.

"Here, I learn, salesmanship almost takes precedence of manufacture—before a new development takes place in a factory, the sales director, first of all, makes a report as to the prospects of the article and its possible future if manufactured. I am afraid that in the United Kingdom more attention is paid to the making of the article than to the merchandising of it. I hope, however, that the interchange of ideas which will take place between the advertising men and sales managers who have come over now will result in placing the marketing departments of firms in the United Kingdom on a much better basis than they have ever been before.

"You ask what I consider are the prospects for an American advertising agency in London. Well, that is a question which I have been asked many times, during my brief visit here, and I am glad to answer it. While we have had several American agencies who have opened offices in Great Britain, it is my candid opinion that an American agency can do much better if it conducts its British business through a first class agency on our side.

"That is to say, an American agency having business to place should arrange with an agency in England to look after its business on a split commission basis. From the English agency, he should ascertain everything that is to be known with regard to prices, positions, copy, net sales, influence, etc., before even submitting to his clients an estimate in connection with British advertising. The British agent, on the other hand, should do the same when he is negotiating for an English advertiser desirous of reaching the American public.

"In this connection, I have noticed one peculiarity—that while the Americans coming over to England can produce better designs, better art work and more arresting layouts than are produced on our side, the copywriter seems incapable of gauging with any degree of accuracy the peculiar psychology and mentality of the British newspaper public.

"He is often too snappy, sometimes too slangy, and unconsciously he leaves a sense of irritation which negatives the value of the advertisement. That is why I am an advocate of the combination of England and American agencies in any attempt on the part of either side seeking a place in the markets of the other.

"In this way also, you will be doing something towards attaining what is the desire of every honest English speaking person—the forging of a link of commerce that will play its part in binding closer our two great nations.

"You ask me to tell you something about the big advertising contracts we have obtained, and the business we have done. The total revenue the past year from advertising alone in the Associated Newspapers, a group comprising the Daily Mail, the Evening News, the Weekly Dispatch, and the Overseas Daily Mail, amounted to over $15,000,000. Just before I left London we closed a contract with a London department store amounting to $550,000, and the Evening News will be used exclusively. The Congoleum Company had just signed a contract also, for 12 full pages in the London Daily Mail, at the rate of 1,250 pounds per page, so you see that we do have some very large contracts.

"And finally, what do I think of America and of New York? Frankly, I am bewildered. I think it is all very wo derful, but you do everything in such hurry that I marvel at you. One thi impresses me. Where are all the c people? Have they all gone to the cou try? I have not seen an old pers scarcely since I reached America.

"We are happy that the conventi will be held in London next year, and shall try and return some of the wonde ful hospitality which you have accord us. I am sorry that I have not mo time to talk with you, but you must co to London next year to the conventio

"Good morning, folks," and that's the way Mr. and Mrs. Horace Imber acted throughout their visit to the United States. The Boardwalk will always be the Boardwalk, but we liked it better when they were there.

Jewish Daily Buys Monthly

The Jewish Woman's Home Journ monthly publication printed in the Yi dish and English languages, has be bought by Jacob Ginsburg and Norm J. Ginsburg, publishers of the Philad phia Jewish World, daily. Victor Mirs remains as editor of the Woman's Ho Journal, as does Paul Hoffman, adv tising manager, while the publication w be under the direction and general ma agement of Nathan Fleisher, advertisi manager of the Jewish World.

Pittsburgh Yiddish Paper Moves

The Jewish Volksfreund, Pittsburg only Yiddish newspaper, of which Lo Borkon is publisher and editor, is n located in the central part of the ci at 508 Grant street. The Eastern rep sentative is Nathan Fleisher, of the Je ish World, Philadelphia. On July 6 Jewish Volksfreund celebrates its fi anniversary with a special issue.

Advertising Club Page

An On-to-London Club has been o ganized in Worcester, Mass., accordi to the Advertising Club Page of Worcester Daily Telegram. This pa is now a regular Thursday feature of Telegram, solicitation for the advert ing carried thereon having the appro of the Advertising Club.

Trib Building Under Way

Work on the Chicago Tribune's n building in North Michigan avenue under way with workmen laying the fi of the caissons. The million dollar str ture was recently the center of an int national architectural contest in wh hundreds of architects competed for prizes offered for the best designs. Fi prize was $100,000.

Somerville Herald Chartered

The Somerville (Mass.) Herald, In has just been granted a certificate publishing newspapers and general pri ing. The concern has a capitalization $10,000. The incorporators are Alb E. Hughes and Clara L. Hughes, b of Somerville, and George S. Drew Arlington.

Paper Sends Out Mirror Favors

A. W. Peterson of the Water Evening Courier has a unique meth of reminding subscribers that "tim up." He uses a handy combination per weight and mirror, which on other side advertises the Courier.

Mankato (Minn.) Telegram Sold

McDonnell Bros. have sold the M kato (Minn.) Telegram to John J. Su van of Graettinger, Iowa. James McDonnell will return to Waverly resume personal charge of his paper, Star and Tribune.

Shaw Manages Advertiser

Edgar D. Shaw, recently with the C cago Herald-Examiner as personal r resentative of William Randolph Hea has been appointed publisher of the B ton Advertiser.

New Monotype in Minneapolis

The Minneapolis Tribune is increas its equipment with a new Monotype terial making machine.

OW A PAPER UTILIZED FORD WEEKLY PLAN

ami News-Metropolis Secured Four Pages of Advertising, Got 2,200 Car Prospects, and Aided Merchants

By C. S. Hall, Jr.
vertising Manager, Miami News-Metropolis

Four pages of advertising for the ami News-Metropolis, 2,200 Ford spects, many enrollments for the Ford ekly purchase plan, and stimulation of siness for 10 merchants were the re-ts of a campaign conducted by this wspaper for one week which brought re than 4,000 persons to the Ford lding at Miami on the last night of seven-day period.

The plan is this: A three-page lay-out s prepared announcing that each of merchants listed in the advertisement uld issue during "Ford Week" a cer-cate of enrollment in the Ford Weekly rchase Plan, valued at $5, with each purchase. Each advertiser was given pace of approximately 10 inches in the uble-page spread, in which he was per-tted to quote special inducements to ppers during the week, the rest of s space being devoted to an explana-n of the plan and the week's program. e first page was merely to arrest at-tion, warning readers not to overlook message which followed.

The merchants were charged a pro-a of the entire three-page feature, ich was followed the latter part of week by another full page advertise-nt, expense of which was handled in same manner. While the Ford people id for none of the actual advertising, eir part was in furnishing the cer-cates and other articles used in the mpaign.

Certificates prepared in the News-etropolis office were printed individually r each merchant, the printers supply-g the name of the issuing merchant on s share of the printed matter. They were bound in pads with stubs, in order that the name of each assignee, his address and telephone number, could be retained.

Large display signs, including a copy of the advertisement, were placed in each merchant's window, together with a Ford window display of miniature cars and tractors.

The event did not entail cutting the price of Ford cars so far as the dealer was concerned, since each salesman, closing a deal with one of the members enrolled in this manner, forfeited $5 from his commissions in return for the lead given him. This was of course broached to the salesmen before the plan was executed, receiving their hearty approval.

As an additional trade stimulant for the merchants, the S. A. Ryan Motor Company, Miami's authorized Ford dealer, gave away a car on the last night of the sale. Suffice it to say that capacity crowds swarmed the Ford building during the evening to enjoy the refreshments served, the good music, and the free motion picture show of the Ford factory in action.

The various merchants who co-operated in the plan were on hand to make short talks to the crowd.

Every merchant who had a share in the week's activities reported new accounts and increased business.

Five hundred actual enrollments in the Ford weekly purchase plan have already been traced to this advertising campaign, and an unprecedented era of sales has been in progress throughout the local Ford organization ever since.

Bank Teller Buys Share in Paper

Myron K. Myers has given up his job as teller in the Northwestern National Bank of Portland, Ore., and has bought N. R. Moore's one-third interest in the Corvallis Daily Gazette-Times. Mr. Moore, who is now serving his second term as Mayor of Corvallis and who has been a regent of the Oregon Agricultural College for eight years, sells his interest in the Gazette-Times and leaves as city editor because of failing health.

Giving Everybody a Chance at the Advertising Ford Created.

報知新聞

The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Per line.....	Y 1.25
Per Column...	Y 170.00
Per inch.....	Y 12.50
Per page.....	Y2,000.00

The Hochi Shimbun

TOKYO, JAPAN

1893 SERVICE 1923
as visualized by
BENJAMIN & KENTNOR CO.

STANDING FOR STANDARDS, enthusiastic for ethics, diggers for data, BENJAMIN & KENTNOR CO. bring newspaper representation up to a very high level of efficiency.

An organization sufficiently comprehensive to meet every demand—large enough to have the right type of men to cover territories thoroughly and small enough to give intensive service to each newspaper they represent.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers
225 Fifth Ave. New York
900 Mallers Bldg. Chicago
401 Van Nuys Bldg. Los Angeles

140,000 Circulation

The Capital of the nation's largest newspaper, covering Virginia, West Virginia, and southern Maryland.

Over 50% more circulation than any other Washington Sunday paper.

Sunday Times-Herald

G. Logan Payne
Publisher and General Manager
National Advertising Representatives
G. LOGAN PAYNE COMPANY
Chicago, Detroit, St. Louis, Los Angeles
Payne, Burns & Smith
New York and Boston

FOLKS, meet Will Aiken, the latest addition to The Gazette staff. Will—or Bill as we're all going to call him—comes from Helena, where, until the first of January he was private secretary to the governor of Montana, a position he held under various governors for 17 years straight.

Prior to that time Bill was at all times in the newspaper game. He was for a number of years house reporter for the Helena Independent. During the time he held down that run he worked in opposition to, among others, Leon Shaw, the general manager of The Gazette, who was at that time getting the firm toe hold in the newspaper game which led to his later unusual success. The writer of this "obituary" also had the honor of working against Bill during those halycon days when George Hays maintained a life saving station on the first floor of the state capitol at Helena and when Dave Marks officiated as first assistant life saver in the office of the secretary of the state.

Those were what the few remaining old-timers in the newspaper game in Montana are wont to allude to as the "good old days." Al Hawkins, now an editorial writer on the Portland Oregonian, was at the helm of the old Montana Daily Record. He was assisted by Johnny Derks, now city editor of the Salt Lake Tribune, and "Frankie" Farrar, now the managing editor of the Seattle Post Intelligencer.

Both Butte and Helena were popular stopping places for newspaper men in those days. One of Will Aiken's colleagues on the Independent about that time—maybe it was a little later—was Tom Dillon, now managing editor of the Minneapolis Tribune, and when the legislature met, Ashmun N. Brown, now Washington correspondent for the Providence (R. I.) Journal, used to come dragging his typewriter over from Butte or Anaconda to represent the Anaconda Standard or the Butte Intermountain.

* * *

At that time Joe Gilbert, now chief editorial writer on the Seattle Times, was a reporter on the old Intermountain; Seth Maxwell, until recently city editor of the New York Evening Post, was chasing police news in Helena; A. L. Stone, now dean of the department of journalism at the state university, was chief of the Standard's Missoula bureau, and Charley Shearer, managing editor of the Butte Post, was editor of the old Helena Herald, with the able assistance of Maj. J. S. Alling, Jr., present northwestern editor of the Duluth Herald. C. H. Reifenrath, general manager of the Montana Record-Herald, was business manager of the old Herald.

One noticeable thing when one looks back over those old days is the number of successful newspaper men who were turned out under the tutelage of Maj. J. S. Durston, then editor of the Anaconda Standard, now editor and publisher of the Butte Evening Post. Among those mentioned, Ashmun Brown, John Derks, A. L. Stone and Joe Gilbert, all were for a considerable period working under his direction.

* * *

It was about that time that Dick Kilroy, present editor of the Anaconda Standard, was breaking into the game as a reporter on the old Intermountain from where he jumped to editor of the old Butte Evening News. And it was soon after that Eddie Leipheimer, the present managing editor of the Standard, came to the News as a reporter from Denver, where he thought he had enough after serving a jail sentence for refusing to tell a judge where he got his "story" when said story resulted in a libel suit against the Denver Post. Give it to Eddie, he never did tell, either.

"Liney" Linebarger, the editor of the Havre Promoter, blew into Montana about that time from one of the Pueblo papers, or Denver, and went to work chasing advertising contracts for the Anaconda Standard. "Jim" Scott, present editor of the Montana Record-Herald, was trying to dodge being promoted to a desk job by running back and forth between San Francisco, Denver and Butte, in all of which places he was widely known as a reporter.

* * *

Charles D. Greenfield, Sr., who came to Montana in 1884 from the Baltimore Sun, was city editor of the Helena Independent, and Harry Sultzer, now of the Bozeman Chronicle, with whom he served his apprenticeship on the old Sun, had graduated from eastern offices with several years on the New York World and was managing editor of the Butte Miner, of which Larry Dobell, now editor of the Miner, was at that time city editor.

Charley Cohn, now associate editor of the Miner, was at that time an unlicked cub on the Anaconda staff of the Standard (there's another one for Major Durston), and Martin Hutchens, now editor of The Missoulian, had worked several years in Montana and gone east to work for more than 20 years on such newspapers as the New York Sun, the New York World and the Chicago Journal before returning to Montana to settle down for good.

* * *

Harry Mock, one of the oldest of the old-timers, had decided to pass up the Helena Independent for the east and went to Washington, D. C., where he was for many years one of the staff of the Associated Press. He came back to Montana later, but finally chucked the whole game and is now raising chickens on an Illinois farm.

Two other former Montana newspaper men well worth while were in the state about that time. One of them was Frank Moore, who preceded Al Hawkins as managing editor of the Montana Daily Record, and left there to become night editor of the New York Commercial, and Fred Bechdolt, now one of the most noted magazine writers of the country.

* * *

"Beck," as the boys called him, blew into Helena one November day from Spokane. He wore a straw hat and had fringe on his pants and it was Johnny Derks and Al Hawkins and Frank Farrar who helped him rustle habiliments more suitable to the month and weather. It wasn't long after he left Montana that he broke into the Saturday Evening Post and he has been writing in the big league ever since. When he got fired in Helena—yes, he got fired—Bill Cheeley, now head of the Montana Newspaper Association, then manager of the old Butte Intermountain, gave him a job in Butte and he managed to hold that for six or seven months.

* * *

It was just about that time that Wallace Hoffman quit being a reporter on the Great Falls Tribune and went to Denver, where he later became city editor of the Denver Times and after that of the Denver Post. The newspaper game lost one of its most brilliant players when he died several years ago.

It was several years later that Percy Raban, who was a cub on the Tribune when Hoffman was there, foreswore the small towns and went to Denver to become in a remarkably short time head of the copy desk of the Rocky Mountain News, when Frank Farrar was city editor of that paper. Percy is now syndicating Charley Russell's stuff to the newspapers of the United States and maintains headquarters in Great Falls.

* * *

There are a lot more of the old gang with whom Bill Aiken used to train in Montana and whom memory no longer brings to mind. There was Hank Burmeister, once of Butte, last seen in Calgary, last heard from in Long Beach, but variously reported between times at Chicago, Denver, St. Louis and New York. There was Glen Forster, of Helena, Butte, Edmonton, Portland, etc. There was Jerry Murphy, former private secretary to Bob LaFollette when he was governor of Wisconsin, editor of the Butte Intermountain, editor of the Montana Lookout, now in business in San Diego, Cal. Jack Lincke, who once ran a little paper at Belfry, later sporting editor of the Butte Intermountain, then with the Spokane Herald, the Vancouver Sun and a dozen other papers, and who when last heard from was seeking the golden fleece in the vicinity of Great Slave Lake in northern Canada. Gray Richardson, Helena, Denver, Salt Lake, San Francisco, Mexico. He died several years ago in Salt Lake. Harry McMillan, Anaconda, Butte, Helena, who made a fortune in the gold fields of Nevada and lost it somewhere else. He spent a lot of it in Denver, New York and Paris trying to beat Nat Goodwin's time with Edna Goodrich.

* * *

When all this was taking place Warren Moses, now Helena correspondent of the Great Falls Tribune was working a few months at a time as a reporter in Great Falls trying to get enough money to make good in the real estate business. He got the stake several times but he couldn't make it last and he finally gave it up, the idea of trying to sell town lots. It was just about that time that J. A. Gilluly was establishing the old Billings Journal.

We have sort of wandered, as Bill himself would say, from the introduction of Will Aiken, but the idea is that Bill worked with, for, over and around all of these fellows we have mentioned. He and a lot of other newspaper men are in Montana, not because they couldn't get jobs equally as good in some other place where the opportunities perhaps would be much greater, but because they like Montana and Montana people and want to live in Montana.

* * *

There have been more big city general assignment men who have fallen down on the job in Montana's smaller towns than there have been Montana small town men who have fallen down on big city jobs. All of which, again, as Bill would say, merely proves that you can't look at a frog and lay a safe bet on how far he will jump.

And Montana continues to turn out newspaper men competent to take their places with the workers on the metropolitan sheets, as witness the two sons of A. L. Stone, George, assistant city editor of the Chicago Daily News, and Percy, now doing "high brow" stuff on the New York Times; "Jimmy" Bales, rewrite on the San Francisco Bulletin, and a host of others if a fellow could only keep track of them.

But here's Bill.

H'are you Bill? You've been properly introduced. Hang your coat there and hop to it.—Pete Snelson, editor of the Billings (Mont.) Gazette in the "More Scraps" column of that newspaper.

More Electric Light Ads Urged

More continuous and systematic use of newspaper advertising space by electric light and power companies was urged in reports presented at the public relations section of the National Electric Light Association in New York. It was pointed out that the amount thus spent in the last 12 months, $3,000,000, was less than one-third of one per cent of the total business done.

LEVIATHAN" ALSO TOPS RADIO RECORDS

erage of 15,000 Words Handled Daily, Mostly for Papers—List of Correspondents on the Trial Trip

All records for press dispatches transcted from a single radio sending station were smashed during the trial trip the U. S. Liner "Leviathan" off the lantic Coast last week. In the course of five-day voyage, the radio operators oard the vessel, under direction of Da. Sarnoff, vice-president of the Radio rporation of America, and G. Harold rter, general superintendent, sent and eived 750,000 words, or an average of 000 words daily. One day's file ran high as 20,000 words, the vast bulk which was "press."

Early indications that the newspaper n aboard the "Leviathan" were going tax the capacity of the apparatus ised Mr. Sarnoff to provide for the ocation of the company's Rocky Point tion solely to the ship, and throughout five days the messages, commercial l press, transmitted from ship to shore l shore to ship, exceeded the record siness between the United States and y single foreign country.

According to Mr. Sarnoff, who was ced to sit in himself several hours a to relieve his operators, the lineup Saturday, June 23, called for everyng known in radio science. The transsion from the ship was expedited by use of duplex simultaneous sending l receiving apparatus so that four optors worked at the same time.

The diversion of the big Cape Cod tion from European business to the p was made necessary not only because the heavy file from aboard but of static iditions in the Southern waters. The wer and wave length was increased m two kilowatts and 1,600 meters to kilowatts and 16,000 meters. The ss of business made it impossible to to give the radio telephone equipment the "Leviathan" a tryout.

Newspaper men mainly from New rk and Washington predominated on trip, and Friday a dinner arranged by New York men was given to A. D. sker and W. F. Gibbs, the latter dener of the reconditioned vessel. Satlay night a program in the Social hall, ged under direction of William E. igham, Washington correspondent of Boston Transcript, and carried out by A. Briggs, Ring Lardner, Rube Goldg, Bugs Baer, George McManus, ank Ward O'Malley and Kin Hubbard, yed an important part in the raising the $6,000 fund for the engine room w responsible for the speed record.

The publishers and newspaper men oard the "Leviathan" were:

I. Acton, New York Mail; K. L. Ames, Jr., cago Journal of Commerce; E. H. Baker, blisher, Cleveland Plain Dealer; Arthur Baer, w York American; George M. Battey, Jr., iversal Service; Edward Price Bell, Chicago ily News; E. C. Boehringer, Daily Iron ade Review; W. E. Brigham, Boston Tranipt; Harry J. Brown, Boise Statesman; A. Briggs, New York Tribune; J. Butcher, w York Times; Michael Casey, New York erican; W. J. Conners, publisher, Buffalo arier; W. J. Conners, Jr., Buffalo Courier; n Coakley, Newark Star-Eagle; T. E. Cror, New York Sun; W. L. Daley, American blishers' Conference; E. C. Dougherty, New rk Tribune; C. W. Danziger, Pittsburgh zette-Times; P. Dorland, Christian Science nitor; George Doran, Arthur W. Dunn, kson S. Elliot, Associated Press; Lee Ellker, Chicago Journal of Commerce; J. C. arlie, New York Herald; Rube Goldberg, Nutt Syndicate; Henry Hall, Pittsburgh ronicle-Telegraph; C. A. Hamilton, Buffalo nes; A. Hachten, Christian Science Monitor; E. Hennessey, Boston Globe; C. H. Heustis, iladelphia Inquirer; G. S. Hudson, Boston rald; Kin Hubbard, Indianapolis News; Dud Harmon, Frank Carpenter Syndicate; Wale Irwin, New York World; Maurice Judd, w York Sun; Fred C. Kelley, David Kenly, New York Tribune; E. A. Knorr, Central ws; Ring Lardner, Harold Lane, Railway e; J. O. La Gorce, National Geographic gazine; Frank R. Lamb, Washington Times; ery Marks, Washington Times; F. P. Metz, ffalo Times; C. E. Morris, Dayton News; E. Murray, New York World; H. B. Murkland, Boston Traveller; W. S. Mitchell, Commercial Information Service; P. J. McGahan, Philadelphia Inquirer; W. L. McIlwain, New York Herald; M. H. McIntyre, C. F. McSorley, Boston Globe; Frank Ward O'Malley, M. Petrie, New York Tribune; P. S. Risdale, Nature Magazine; Norbourne Robinson, Shipping Board publicity; Marc A. Rose, Buffalo News; Leo Sacks, Cleveland Press; H. L. Stoddard, publisher, New York Evening Mail; E. C. Snyder, Omaha Bee; Stanley Smith, Traffic World; George Summers, Buffalo Courier; Theodore Tiller, Atlanta Journal; N. B. Updike, Omaha Bee; Everett Watkins, Indianapolis Star; R. Witman, New York Commercial.

Paper Wins With a Vengeance

Attorney Irving G. Zazove was sentenced to serve one year in jail and two witnesses were sentenced to six months in jail, while a third was given a thirty-day jail sentence in connection with an attempt to collect heavy damages from the Chicago Evening American. Zazove was counsel for Mrs. Susie Kryza, who claimed $10,000 damages for injuries sustained in a collision with one of the newspaper's delivery trucks. The witnesses confessed before Judge Harry A. Lewis they had perjured themselves for $10 offered them by Zazove.

California Name Changes

There have been several changes in the names of newspapers in California. The Redondo South Beach Daily Breeze has been changed to the Redondo Daily Breeze. The Anaheim Orange County News Herald has been changed to the Anaheim Daily Herald. The Santa Ana Orange County News Herald has been changed to the Santa Ana Daily News. The Venice Vanguard & Herald has been changed to the Venice Vanguard & Ocean Park Herald.

New Paper for Topeka

A "strictly independent" newspaper will begin publication in Topeka within the next year, according to its incorporators. A charter was granted to the Merritt Printing Company, with capitalization of $100,000. The incorporators are W. E. Freeman and William Howe, president and secretary of the State Federation of Labor; Frank B. Brown, publisher of Trade Unionist, a Topeka organ; Robert H. Chilson, deputy State fire marshal; and Milton Taber, connected with the Democrat News, a Topeka paper published by Carl J. Peterson, secretary of the Democratic State Central Committee.

New A. P. Members

The following newspapers have been elected to membership in the Associated Press: San Fernando (Cal.) Valley News; Sawtelle West Los Angeles Tribune; Torrance Daily Breeze, and Wilmington Daily News; Burbana Daily Press; Culver City Daily News; Eagle Rock Daily Press, and Hermosa Beach Daily Breeze.

Buffalo Commercial Remodels

Work of remodeling the building recently purchased by the Buffalo Commercial has been begun. The newspaper will spend upwards of $30,000 in altering the property and converting a portion of the building into stores.

Keeley's Daughter a Sub-Deb

Miss Ruth Keeley, youngest of the three daughters of Mr. and Mrs. James Keeley, of Chicago, is to be introduced formally to society at a young people's dance Dec. 1. Ruth, who returned recently after passing the winter abroad, is now in the East visiting friends.

Detroit Ad Men Hear Women

For the first time in its history the Detroit Adcraft Club was addressed by a woman, when Miss Julia C. Coburn, of Toledo, advertising manager for Le Salle & Koch Co., department store of Toledo, spoke.

Services for Newspaper Man

Memorial services for J. St. Joyce, Philadelphia newspaper man, author and historian, who died a year ago, were conducted at the Church of the Transfiguration, Philadelphia, June 2.

HOYT *Faultless Linotype Metal—the choice of discriminating users of the Linotype, Linograph, Intertype and Ludlow Casting Machines.*

HOYT TYPE METAL

The effect of nearly fifty years constant effort to supply the printing trades with better type metal is easily seen in *HOYT Faultless Linotype Metal*—its constituent metals are right—its process of manufacture is right—and results in leading composing rooms fully justify our claims of superior merit. Test it in your own plant—note the clean, shape faces and solid slugs. We also make

HOYT AX Monotype Metal
HOYT N. P. Stereotype Metal
HOYT Standard Electrotype Metal
HOYT Combination Linotype & Stereotype Metal

Write us if you have type metal troubles—Our Service Department can help you.

Address Dept. E

HOYT METAL COMPANY
ST. LOUIS ~ CHICAGO ~ DETROIT ~ NEW YORK

THE LEDGER SYNDICATE'S *SHORT STORY PAGE*

Will carry complete stories by the best authors, including the following:—

Mary Roberts Rinehart
Fannie Hurst
Montague Glass
Dorothy Canfield
George Randolph Chester
Frank L. Packard
Edgar Saltus
Louis Joseph Vance
Clarence Buddington Kelland
Albert Payson Terhune
Thomas L. Masson
Eleanor H. Porter
Temple Bailey
Bannister Merwin
Ben Ames Williams
Ben Hecht
Don Byrne
Konrad Bercovici
Juliet Wilbor Tompkins
John Fleming Wilson
Myrtle Reed
Virgie E. Roe
George Weston

For Terms and Samples Wire or Write

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA

Increase Your Circulation

A Dignified, Efficient and Economical Plan for Building and Holding the Maximum Coverage of Logical Territory

RECORDED SUCCESSES TO RECOMMEND IT

We are specialists in building Circulation. Being Insurance Men we studied circulation problems and have met every test successfully with Insurance Protection. Our Plan will build maximum circulation at minimum cost—and the circulation will "stick."

America's Best Insurance Service Plan

Its simplicity of operation—its universal record of success have resulted in newspapers electing to use our plan and handle their own circulation campaigns.

Write or wire for information, without obligation on your part. We serve only one newspaper in a territory.

HICKEY-MITCHELL CO.
Pierce Bldg. (Builds and Holds Circulation) St. Louis, Mo.

TRADE MARK
FLEXIDEAL DRY MATS
REG. U.S. PAT. OFF.

—*Writes the San Antonio Light, San Antonio, Texas*

NOTE THE DATE!

"March 27, 1923.

We have been using Flexideal mats for nearly two years and find them superior to any dry mat that we know of in the market. Only a few days ago our stereotype department got out 47 plates from Flexideal mats in one and one-half hours—all double cast. We have been using dry mats exclusively for about six years.

Yours very truly,

(Signed) C. L. Buchanan,
Business Manager."

You can do as well—Samples are yours for the asking

THE FLEXIDEAL CO., INC.
Sole U. S. and Canadian Distributors
15 William Street New York, N. Y.

TRADE MARK
MAXITYPE DRY MATS
REG. U.S. PAT. OFF.

200,000 *Good* Words!

We have released fifteen hundred pieces of Classified Advertising promotion publicity—aggregating more than 200,000 words—to *each one* of our client newspapers during the past year.

These releases included: 312 pieces of Daily Reader-Educational Copy, 312 "Classified Adages," 200 pieces of Special Campaign Publicity, 312 Good Will Talks, 312 Result Stories, 700 Streamers and 1500 Fillers.

In addition, we furnished 300,000 copies of mail enclosures and booklets to our newspapers for distribution to their classified advertising prospects.

Our principal reason for calling the 200,000 words of our publicity *good* words is that they were an important factor in enabling our newspapers to make an average increase of 62 per cent in revenue per newspaper over the year before our service was adopted.

Like to have us speak some good words for *your* Classified Advertising?

We will be glad to send any newspaper executive a specimen copy of our latest Automobile Campaign, as well as a regular week's release of our Daily Promotion Publicity. Write for them.

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Otis Building Philadelphia

WHAT OUR READERS SAY

Mr. Rogers Replies

EDITORIAL NOTE.—The letter which follows has been sent to Samuel Gompers by Mr. Rogers in reply to an editorial attack appearing in the July issue of the American Federationist. The editorial of Mr. Gompers was based upon a statement which appeared in EDITOR & PUBLISHER in the issue of June 9.

NEW YORK, June 26, 1923.

Mr. Samuel Gompers, President,
American Federation of Labor,
Washington, D. C.

My dear Mr. Gompers:

My attention has been called to an editorial in the July issue of the American Federationist which, based on an erroneous impression regarding facts, I feel does me a great injustice.

I did not sell the Globe to Mr. Munsey, was not a stockholder except for the nominal possession of a single share for technical purposes, and was not party to any agreement for delivery of its franchises, equipment or features.

In his purchase of the Globe Mr. Munsey did not buy me or any other employe of the Globe. I told Mr. Munsey that his methods were so diametrically different from mine that I could not go to the Sun.

As soon as I heard of the sale (through Mr. Munsey and not through the old owners) I worked incessantly trying to secure positions for our old employes in every department, in which effort I was very successful.

My criticism in the EDITOR & PUBLISHER article, to which you take exception, was regarding highly paid special writers who, notwithstanding contracts and definite agreements developed by me for their continued employment, broke faith and accepted offers from other newspapers.

The slightest effort to investigate regarding conditions in the Globe office would reveal the fact that we enjoyed the most pleasurable relations between management and workers, and conclusively prove that I have no such antiquated notions as your editorial implies, and that I was as greatly injured by the sale as any other worker.

The Globe was a liberal newspaper, conducted by men who believed in the broadest principles of fair play and always willing to concede that there were two sides in most controversies, and willing to give them opportunity for expression.

When men working under a contract agree to accept a transfer to another corporation or to make a new contract, there is no uncertainty in employment involved, and no justification for failure to go through.

One of the feature writers had a contract which ran for 18 months beyond July 1 at $300 a week. I secured authority from Mr. Munsey to make a new contract at $350 a week, offered it to the individual who accepted, only to find that he, within a day or so, had closed a contract with another newspaper.

This individual will of course be dealt with through legal processes.

Another individual engaged by us some years ago to conduct a department of many years' standing in the Globe, was assured by me of Mr. Munsey's desire to continue the department in the Sun, agreed to go there, but without notice to us signed a contract with another paper.

Please don't misunderstand my position in all of these various negotiations. As the men knew, I was working solely in the interest of the men, to secure permanent positions for them on the Sun and other newspapers.

According to the laws of ordinary decency a newspaper creating a feature had a right to it, so long as it will pay the producer a fair price for his work. Thus a man creating a new specialty, through offers from competitors, is able to secure year to year increases in compensation.

Incident to the sale of the Globe, competitors sought to induce men to ignore contracts and property rights so clearly defined that I feel my protest was amply justified.

I may add that it was Mr. Munsey who paid the two weeks' salary in the case of the unfortunates who were thrown out through the merger, not the old management. I may further state that Mr. Munsey took on many more men than he needed, in the hope that through the merger he would find work for them all.

In the circumstances I feel that your criticism places me in a false light with organized labor, whose good opinion I have always sought to possess. Through long years of patient endeavor to work out the thousand and one problems I was proud in reaching the highly effective relationship we enjoyed before the sale.

Yours very truly,

JASON ROGERS.

More Ads Than News

OAKLAND, Cal., June 20, 1923.

To EDITOR & PUBLISHER: In your issue of June 2, 1923, you carried a table showing the percentage of news and advertising carried by 144 listed evening newspapers on Friday, March 23, 1923.

Believing that EDITOR & PUBLISHER desires to be accurate in its statements we desire to call your attention to the fact that you have the Oakland Tribune reversed. Your table showed that the Tribune carried 56 per cent news and 44 per cent advertising, while the correct percentage should be 44 per cent news and 56 per cent advertising.

R. J. BREEZE,
Advertising Manager, Oakland Tribune.

The London Convention

HOTEL PENNSYLVANIA, New York, June 22.

To EDITOR & PUBLISHER: You must know, although all men may not have expressed it to you, how much your great services are appreciated by the British delegation.

A number of elements went to our winning the convention, and one of the chief factors on this side was your support and enthusiasm for the London convention.

I cannot leave your city without expressing, on behalf of Mr. Cheshire, Mr. Vernon and myself, with the rest of the British delegation, our high regard and admiration for you.

W. H. CRAWFORD,
Vice-President, The Thirty Club.

From a Dublin Advertiser

DUBLIN, June 12, 1923.

To EDITOR & PUBLISHER: Just a line to thank you and your Mr. Fitch for the excellent position given to our announcement in your special convention issue.

We have also to congratulate you on the happy result of the very special efforts your paper put forth to secure the convention for London next year. We will probably see some of your staff at this convention, and should any of your people care to visit this city, they may be assured of a hearty welcome and can make full and free use of this office while in Dublin.

T. A. GREHAN,
Advertising Manager, Independent Newspapers, Ltd.

The Smith Articles

To EDITOR & PUBLISHER: I have been intensely interested in H. Frank Smith's series of articles on "Newspaper Typography and Makeup," and think Mr. Smith has done the craft a great deal of good by handling and dissecting the newspapers offered him in such a frank way. It is very valuable to get an unbiased slant on one's own product, and I am looking forward eagerly for some word from you regarding our papers.

WALTER M. HARRISON,
Managing Editor Oklahoma Publishing Co.

GIRL WRITER WINS PRIZES

Carries Off Honors in Texas Inter-Collegiate Association

The Texas Intercollegiate Press Association, which held its annual conference at Baylor College, Belton, recently, will meet at Southern Methodist University for the 1924 conference. George Bond, S. M. U., was elected president.

Other officers are: vice-president, Mildred Beavers, Baylor College; recording secretary, Helen Stafford, College of Industrial Arts; corresponding secretary, Bruce Knickerbocker, S. M. U.; treasurer, Roma Clift, Baylor College; publicity secretary, John Dunlap, S. M. U.

Daisy Neyes of Baylor College won the prize for the best written news story, as well as for the best editorial.

Hilton Ross Greer, editor Dallas Journal, and president of the Texas Poetry Society, was the chief speaker at a banquet.

Capper Gets Commoner Readers

TOPEKA, June 18.—Purchase of the subscription list of the Commoner, formerly published by William Jennings Bryan and his brother, Charles W. Bryan, now Governor of Nebraska, was announced today by the Capper publications. Rural subscribers of the Commoner will receive Capper's Farmer and city subscribers the Household.

Paper Installs Radio Set

The Ortonville (Minn.) Independent has installed a radio receiving set, with an amplifier to entertain subscribers with lectures and concerts.

TIPS TO THE AD MANAGER

Brandt Advertising Company, Tribune bldg., hicago. Placing account for International orset Company, Aurora, Ill. (La Camille orsets); planning campaign for "Handy ade" mops; placing account for Western roducts Company.

Nelson Chesman & Company, 1127 Pine reet, St. Louis. Sending out four months' hedules for Marmola Company, Detroit.

Dake Advertising Agency, 121 Second street, an Francisco. Making 9,000-line contracts r Hill Brothers coffee.

D'Arcy Advertising Company, International fe Bldg., St. Louis. Making 3,189-line contracts for Coca Cola Company; making 5,000-ne contracts for Anheuser-Busch Company.

Dauchy Company, 9 Murray street, New ork. Using five lines, 52 times, for Madison ills.

Donahue Advertising Agency, 233 Broadway, ew York. Making 5,000-line contracts for nyder's, Inc. (hats).

Erwin, Wasey & Co., 58 East Washington reet, Chicago. Making 10,000-line contracts r Goodyear Tire & Rubber Company.

Albert Frank & Company, 14 Stone street, ew York. Making contracts for Central Railay of New Jersey.

Charles Daniel Frey, 104 South Michigan enue, Chicago. Making 5,000-line contracts r Stephens Motor Car Company.

Charles H. Fuller Company, 623 South Wash avenue, Chicago. Sending out orders for rontier Asthma Company.

Gimbel Borthers, New York City. Making 0,000-line contracts direct.

M. P. Gould Company, 454 Fourth avenue, ew York. Will make up lists in July for aggett & Ramsdell, manufacturers of "Perect" cold cream.

Charles C. Green Agency, 15 West 37th reet, New York. Making 1,000-line contracts r the United Sales & Mfg. Company (Ice int).

Guardian Advertising Corporation, 511 Fifth enue, New York. Making contracts for Inrnational Consolidated Chemical Corporation.

Guenther-Bradford Company, 829 Tribune ilding, Chicago. Issuing contracts and orders enerally on George H. Mayr Company.

J. R. Hamilton Company, 326 West Madison reet, Chicago. Orders and contracts being sued to Iowa papers on Hydrox Company.

E. T. Howard Agency, 117 West 46th street, ew York. Mailing contracts for L. E. Waterman Company (Waterman pens).

K. W. Kastor & Sons Company, 14 East ckson boulevard, Chicago. Orders and conacts issuing to Oklahoma papers on Wabash ailroad.

Klau-Van Pietersom-Dunlap, Inc., 131 Secnd street, Milwaukee. Placing account for I. Case Plow Works, Racine, Wis.

Philip Kobbe Company, 208 Fifth avenue, ew York. Making up lists for Little Falls fg. Company, Little Falls, N. Y.

Long-Costello, Inc., 153 North Michigan enue, Chicago. Adding towns on their adversing for National Refining Company, Clevend, where they have service stations.

Lord & Thomas, Wrigley bldg., Chicago. aking 10,000-line contracts for Palmolive ompany; adding towns on their advertising r Freeman Perfume Company, Cincinnati, here salesmen have made arrangements with cal dealers.

Mace Advertising Agency, Lehmann Bldg., eoria, Ill. Placing account for Empire Mfg. ompany, 24th and Yandes streets, Indianapis.

MacManus, Inc., 82 Hancock avenue East, etroit. Has added the following accounts: eneral Gas Light Company, Kalamazoo, Mich.; nited States Radiator Corp., Detroit; Wayne ank & Pump Company, Fort Wayne, Ind.; etroit Savings Bank, Detroit; Kelvinator orp., Detroit; Hydraulic Brake Company, Deoit; Honeywell Specialties Company, Wabash, nd.; Jeffery-Dewitt Insulator Company, Kenva, W. Va.; E. S. Evans & Company, Inc., etroit.

Byron G. Moon Company, Inc., Proctor uilding, Troy, N. Y. Now handling the folwing accounts: National Leather Glove Asciation, Gloversville, and the Associated Knit nderwear Manufacturers of America, New ork.

Morse International Agency, 449 Fourth aveue, New York. Will make up lists in July r Booth's Hyomei Company, Ithaca, N. Y., anufacturers of "Hyomei" and "Miona."

Power, Alexander & Jenkins Company, Madidg. Detroit. Placing account for Parrott-Hesr Company; handling accounts for Apartments ompany, Detroit, and Toledo Metal Wheel ompany, Toledo; placing account for the Weis anufacturing Company, Monroe, Mich., manufacturers of office specialties; placing account for Eugene Mack Company, distributors of "Superite" pencils.

Frank Presbrey Company, 456 Fourth avenue, New York. Making yearly contracts for the B. C. Corporation.

William H. Rankin & Company, 180 North Wabash avenue, Chicago. Issuing orders and contracts on Haynes Motor Car Company, Kokomo, Ind.

Ruthrauff & Ryan, 404 Fourth avenue, New York. Making 5,000-line contracts for the Potter Drug & Chemical Company.

L. A. Sandlass, 217 West Saratoga street, Baltimore. Making 2,800-line contracts for the Resinol Chemical Company.

Frank Seaman Company, 470 Fourth avenue, New York. Using 224 lines, 7 times, for Amory, Browne & Company (Buster Brown Hosiery).

Russel M. Seeds Company, 330 University square, Indianapolis. Making 2,800-line contracts for the Pinex Company.

Franklin P. Shumway Company, 453 Washington street, Boston. Placing account of the Glastonbury Knitting Company, Addison, Connecticut, manufacturers men's knit wool and cotton mixed underwear, also wool in two-piece and union suits.

Stack Advertising Company, 29 East Madison street, Chicago. Using about a dozen eastern newspapers for Swift & Company on "Sun Brite Cleaner."

J. Walter Thompson, 14 East Jackson boulevard, Chicago. Adding some towns in the Southwest on their advertising for Richardson Roofing Company, Lockland; have placed orders and contracts on Odorono Company, Cincinnati, some Eastern papers, Ohio papers, and some others being used.

Tracy-Parry Company, 412 LaFayette bldg., Philadelphia. Placing account for Morrison & Company, Baltimore, manufacturers, "Paul Jones" middy suits.

Tuttle Better Advertising, Greensboro, N. C. Planning an advertising campaign for the Greensboro Chamber of Commerce.

Williams & Cunnyngham, 111 Fifth avenue, New York. Using 80 inches, twice, for Bull Durham tobacco.
A. Pratt, Boston.

FAVORED DOUBLING AD RATES

John Wanamaker Thus Expressed Himself Just Before His Death

Gordon H. Cilley, advertising manager of the Philadelphia Wanamaker store, said in the course of a talk before the Poor Richard Club of Philadelphia that in a conversation with John Wanamaker shortly before his death the merchant had said he favored smaller advertising space and double rates.

"Mr. Wanamaker was by no means a prophet," Cilley said, "but just a man with an extraordinary amount of wisdom and judgment. 'If the newspapers are going to save themselves and be useful to the world,' Mr. Wanamaker said, 'they will have to double their advertising rates. Thus they will be able to reduce honest advertising to its proper proportions. Continuing, Mr. Cilley said:

"Newspapers thus will come to a new dignity and usefulness. There will be a saving of white paper and that means a saving of forests. The double-truck advertisement will become a thing of the past and possibly the full-page advertisement, too. Certainly the full-page advertisement will be reserved for the announcement of unusual importance. Big, flaring type, poster layouts, extravagant pictures and false advertising generally will have to go. People are getting tired and beginning to resent the extraordinary volume of advertising that appears in the daily newspapers. They resent the extravagance of the copy; they resent the voluminous, unhandy bundle that the average newspaper has become. The newspapers will be able to make enough out of their increased rates so that they can refuse all advertising that is not good and serviceable and true. I believe that the newspapers charge too little to maintain themselves in a useful sphere."

Magers on Penn Committee

J. W. Magers of the Norristown Times Herald was elected a member of the executive committee of the Pennsylvania State Editorial Association at the recent convention in Atlantic City. The name was previously given in EDITOR & PUBLISHER as D. L. Meyers.

Radio Station in Fall River

The Fall River (Mass.) Evening Herald took a page ad in its June 20 issue to announce an early opening of its new broadcasting station, the first in the city.

6,000

Newspaper consolidation is the trend of the times and Boone, Iowa, is now a one-newspaper city.

The Boone News-Republican and the Boone County Pioneer have been merged into the

BOONE NEWS-REPUBLICAN and PIONEER

The consolidation resulted in a daily net circulation of 6,000, a coverage of the city of Boone and adjacent territory within a twenty-mile radius.

There is no richer or more prosperous territory in the world than Boone County, Iowa. This medium will tell your story to everyone in this territory.

IT COVERS COMPLETELY

MAKE EACH MINUTE ONE OF MAXIMUM PRODUCTION

The speed of the printing press is controlled by the Rollers. Pressroom delays are both aggravating and expensive. To maintain maximum production the entire day and minimize pressroom delays, a non-meltable Roller is a necessity. Duplex Rollers meet this demand. They are non-meltable and can be used equally well on a cool, dry day or a hot, humid day, without changing from soft to hard Rollers, thereby effecting a great saving in time, particularly during the summer months.

Duplex Rollers are manufactured only at the five addresses below:

BINGHAM BROTHERS COMPANY
(Founded 1849) *Roller Makers*

406 Pearl St., New York.
89 Mortimer St., Rochester.
521 Cherry St., Philadelphia.
131 Colvin St., Baltimore.
Allied with BINGHAM & RUNGE CO.
E. 12th St. & Power Ave., Cleveland, O.

MACHINE CAST PRINTERS' ROLLERS TRADE MARK ESTABLISHED 1849

IOWA

IS BUILDING PERMANENT ROADS

Iowa's Primary Road System connects county seat towns and is an important net work of over 6,600 miles. Rapid progress has been made in the development of this modern road system under the direction of the Highway Commission. Iowa now has

256 Miles Paved
290 Miles Gravelled
2,418 Permanently Graded

Permanent roads will make Iowa farms much "nearer to market"—increase the transportation facilities—increase the value of farm property—make possible the marketing of products at the most favorable time regardless of weather conditions.

Iowa's road building means prosperity for the farmer—the basis of prosperity for Iowa towns and cities.

Iowa farmers almost without exception are readers of a daily newspaper. How to reach them, and their use for your products will be gladly explained to you by these newspapers.

		Circulation	Rate for 5,000 lines
*Burlington Hawk-Eye	(M)	10,798	.04
*Burlington Hawk-Eye	(S)	14,751	.04
*Cedar Rapids Gazette	(E)	20,636	.06
†Council Bluffs Nonpareil	(E&S)	16,055	.05
*Davenport Democrat & Leader	(E)	15,033	.06
*Davenport Democrat & Leader	(S)	18,132	.06
*Davenport Times	(E)	24,856	.07
*Des Moines Capital	(E)	62,780	.14
*Des Moines Sunday Capital	(S)	28,769	.14
*Iowa City Press-Citizen	(E)	6,320	.035
†Mason City Globe Gazette	(E)	12,019	.035
*Muscatine Journal	(E)	8,022	.035
*Ottumwa Courier	(E)	13,186	.05
*Waterloo Evening Courier	(E)	15,909	.05

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

FEAR CANADA SEIZURE OF PAPER INDUSTRY

Three Speakers at Watertown Pulp Mill Chiefs' Convention Sound Warning on Danger of Embargo

A warning note was sounded by three speakers at the dinner held June 21 in Watertown, N. Y., by the Northern New York Division of the Paper and Pulp Mill Superintendents' Association. It was in effect: "Stick to your guns and fight hard, or you will find the paper industry of this country transferred to Canada."

J. H. O'Connell, former president of the National Association of Superintendents, and toastmaster, said: "Canada is almost ready now to place an embargo on the exportation of pulpwood to America. If that should happen, it would mean the extermination of the paper industry in Watertown and all northern New York."

Charles E. Nicely, president of the LaSalle Paper Company of South Bend, Ind., declared that Canada was well situated to take the entire paper industry of the continent within her borders, and that the domestic industry, as well as every other American industry, was in need of protection.

George W. Sisson, president of the Racquette River Paper Company of Potsdam, N. Y., went a step farther and said: "If Canada wishes to conserve her pulpwood supply in the interests of timber conservation only, I cannot blame her, but if she wants to keep it selfishly to herself alone, then she is acting in bad faith internationally. There have been grave sentiments expressed in the papers emanating from the Canadian capital."

At the afternoon session, held after the superintendents had visited the Bagley and Sewall plant, Homer E. Stafford of Knowlton Brothers was re-elected chairman; W. H. Bridges of the Defiance Paper Company, Niagara Falls, was made vice-chairman, and W. J. Argy of the St. Regis Company was re-elected secretary and treasurer.

Those present at the meeting included: Leonard Mann, National Anilin Chemical Company, New York City; J. McMean, Sherman Paper Company; S. H Slack, Sherman Paper Company; Fred Norwood, International Paper Company; Levi A. Fralick, Algonquin Paper Corporation, Ogdensburg; H. L. Ropes, Sherman Paper Company; N. Rigabar, National Paper Products Company of Carthage; E. L. Outerson, Carthage Sulphite Pulp & Paper Company; R. S. Martin, St. Regis Paper Company; E. J. Nolon, Diana Paper Company of Harrisville; H. E. Rockwood, Champion Paper Company of Carthage; Thomas Holt, Racquette River Paper Company of Potsdam; W. G. Davis, Albany Felt Company; G. H. Spencer, SKF Industries, Inc., New York City; H. E. Stafford, Knowlton Bros. Paper Co.; W. J. Argy, St. Regis Paper Company; Mayor Robert E. Cahill, Watertown; George W. Sisson, president Racquette River Paper Company, Potsdam; W. J. Livingston, Dexter Sulphite Pulp & Paper Co.; James Quinn, Hinde & Dauche Paper Co.; C. T. Wright, Champion Paper Company; C. H. Bishop, United States Rubber Company; F. A. Cornell, Foundations Company, New York City; F. E. Cuddeback, General Electric Company.

Blain Heads Tulane School

Tulane School of Journalism will reopen at the next session under direction of Dr. Hugh Mercer Blain, who established the School of Journalism at Louisiana State University when he was managing editor of the Baton Rouge State-Times. Since 1920 he has been manager of the Associated Rice Millers of America and editor of the Bull's-Eye.

96-Page Issue in Pueblo

The recreational edition published June 3 by the Pueblo (Col.) Chieftain contained 96 pages, instead of 60, as previously stated.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Children's Page

AUNT DEE DAILY CHILDREN'S STORY
The children love them.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Colyums

"DAY AND NIGHT"
Weekly; general information, comment, humor.
7 East 42d St., N. Y. C., Room 1002.

Comic Pages

BILLY BUNK
New Paper This Week.
Philadelphia Sunday Item, Philadelphia, Pa.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Comic Strips

"DO YOU THINK HE DID?"
Two-Column Comic
Fall River L'Independent publishes it.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

MRS. CONTRARY
Mrs. Contrary Mrs. Contrary
Mrs. Contrary
The Herald-Sun Syndicate, 280 Broadway, N. Y.

FAMOUS FANS—in 3 col., great stuff.
KIDDIE KAPERS—in 2 col., real kids.
Columbia Newspaper Service, 799 B'way, N. Y.

PERCY AND FERDIE
6 column strips—19 years old.
There's a Reason.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Fiction

WORLD'S FAMOUS AUTHORS
Unexcelled selection, serials, novelettes, shorts.
Service for Authors, 33 W. 42d St., N. Y.

BIG WRITERS—BIG STORIES
Love, Mystery, Adventure, Romance
Metropolitan Newspaper Service, N. Y.

Full Page Mats

EXPLOIT AND ADVENTURE ARTICLES
Thrills—Action—Suspense
Metropolitan Newspaper Service, N. Y.

Home Decorations

HOME BEAUTIFUL, by Dorothy Ethel Walsh.
Practical, Artistic, Fascinating.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Newspaper Halftones

HALF COLUMN HALF TONE,
1½ in. deep, for $1.10; ten for $9.00.
Independent Engraver, 258 W. 28th St., N. Y.

Photo News Service

SEND US YOUR NEWS AND FEATURES pictures. We pay $3 and $5 for each accepted.
Kadel & Herbert,
153 East 42d St., New York City.

WE BUY NEWS AND FEATURE PHOTOS
The Photonews Company,
142 West 32d St., New York City.

Percentage of Savings Bank Depositors GREATEST IN NEW ENGLAND

	Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,852,356			
**Attleboro Sun .....(E)	4,805	.0275	.0175
†Boston Sunday Advertiser...(S)	481,029	.70	.70
*Boston Globe .....(M&E)	280,605	.45	.45
*Boston Globe .....(S)	328,511	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
†Boston Transcript .....(E)	38,236	.20	.20
*Fall River Herald.....(E)	14,206	.045	.045
*Fitchburg Sentinel .....(E)	10,739	.05	.035
†Greenfield Recorder .....(E)	3,350	.0175	.0175
*Haverhill Gazette .....(E)	15,916	.055	.04
*Lynn Item .....(E)	16,643	.06	.04
Lynn Telegram News.....(E&S)	16,886	.05	.05
Lowell Courier-Citizen and Evening Leader .....(M&E)	21,343	.06	.06
*New Bedford Standard-Mercury (M&E)	32,349	.08	.08
*New Bedford Sunday Standard (S)	26,087	.08	.08
†North Adams Transcript....(E)	9,334	.0375	.03
*Salem News .....(E)	20,546	.09	.07
Taunton Gazette .....(E)	8,268	.04	.03
*Worcester Telegram-Gazette (M&E)	73,052	.24	.21
*Worcester Sunday Telegram.(S)	44,470	.18	.15
MAINE—Population, 768,014			
†Bangor Daily Commercial...(E)	15,030	.05	.04
*Portland Press Herald...(M&S)	27,993	.07	.07
*Portland Express .....(E)	27,639	.10	.07
*Portland Telegram .....(S)	23,059	.10	.07
†Waterville Sentinel .....(M)	5,921	.035	.025
NEW HAMPSHIRE—Population, 443,683			
†Keene Sentinel .....(E)	3,384	.03	.024
RHODE ISLAND—Population, 604,397			
†Newport Daily News.....(E)	6,126	.0336	.03
†Pawtucket Times .....(E)	24,413	.07	.06
†Providence Bulletin .....(E)	61,233	.15	.15
†Providence Journal .....(M)	32,036	.09	.09
†Providence Journal .....(S)	57,436	.14	.14
†Providence Tribune .....(E)	23,313	.10	.09
*Westerly Sun .....(E&S)	4,805	.025	.025
*Woonsocket Call .....(E)	13,306	.04	.04
VERMONT—Population, 352,428			
*Barre Times .....(E)	6,619	.03	.025
†Bennington Banner .....(E)	3,037	.0125	.0125
Burlington Daily News.....(E)	7,183	.04	.04
*Burlington Free Press... ...(M)	11,970	.05	.05
*Rutland Herald .....(M)	10,181	.04	.04
†St. Johnsbury Caledonian-Record (E)	3,573	.0214	.015
CONNECTICUT—Population, 1,380,631			
†Bridgeport Post-Telegram (E&M)	45,201	.14	.14
†Bridgeport Post .....(S)	19,926	.09	.09
Hartford Courant .....(D)	29,780	.08	.07
Hartford Courant .....(S)	43,600	.10	.09
†Hartford Times .....(E)	45,532	.13	.13
*Meriden Record .....(M)	7,166	.045	.025
†Middletown Press .....(E)	7,757	.03	.025
†New Haven Register.....(E&S)	35,514	.10	.09
*New London Day.....(E)	10,725	.06	.045
†Norwich Bulletin .....(M)	11,823	.07	.05
Norwalk Hour .....(E)	4,953	.03	.03
*Stamford Advocate .....(E)	8,508	.0375	.03

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

New England is recognized as the thriftiest section of the entire United States. Massachusetts with a population of 3,852,356 has 2,593,287 savings bank depositors or 67 per cent of the population. New Hampshire ranks next with 58 per cent, followed by Connecticut, Vermont, Maine and Rhode Island with 54, 33, 31 and 27 per cent respectively.

Forty per cent of America's savings is concentrated in New England which contains only seven and a half per cent of America's population.

The number of telephones in use, in proportion to the population, gives a very good idea of the class of people living within a state or territory. In this respect New England makes a remarkable showing, over 15 per cent of its population being telephone subscribers.

These newspapers in these cities have no equal, as a group anywhere in the United States. The cities are leaders in prosperity in these New England States and the papers are leaders in service.

Use These Daily New England Newspapers

EDITORIAL

A GAME OF MILLIONS

NEWSPAPER men should have read with pride in their hearts the news items this week that told of the appraisal of a 10 per cent interest in the New York Times at $1,157,000, and of the annual report of the London Daily Mail, Evening News and Weekly Dispatch, revealing a total advertising income of $15,000,000 and net profits of $4,300,000 in the fiscal year just ended. New York Times stock earned a 1922 dividend of 50 percent; the London papers paid 40 percent.

Concerning varieties of journalism that are almost as different as kinds of journalism can be, both events give proof that the rewards of newspaper work are for the men who give to it their lives, with a solid idea as their foundation and unflinching purpose as their driving power. The fortune that the New York Times today represents—an appraised official valuation of over $11,500,000, based, it is believed, on factors that did not include its enormous goodwill—stands high above all previous marks, but the Times balanced its books in red ink only 25 years ago.

The Northcliffe press was the creation of a young man, without money capital, but with an uncommon sense of what large numbers of people liked to read and the ability to select men who could produce that reading matter.

Both of these great newspaper fortunes were founded on the originality that takes old fundamental ideas and develops them simply to their approximate perfection. Money was a small factor in either case. The Times was saved not by the $75,000 that Adolph S. Ochs scraped and borrowed in 1896, nor by the bonds that were sold. It was saved by the idea that there were enough people in New York who would buy a paper whose primary, secondary and sole appeal was NEWS, and interpretation of that news, to make such a paper a business possibility.

News, as such, was also the main stock in trade of the great Northcliffe dailies, although it was not their sole appeal. The New York Times is exhaustive in its news treatment, the London Daily Mail is intensive, the "much in little" idea developed to a point that is reached by few American journals. The New York Times injected sanity into a New York journalism that sometimes savored of a vaudeville show. The Northcliffe papers introduced sparkle and spirit into a Fleet Street that seemed to be writing for inmates of exclusive clubs and other homes for the aged

Neither imitated anybody or anything. They found a wholly unoccupied field. They filled it. The management of both knew long ago that their judgment was right and profitable—how profitable all the world knows now.

It is usual nowadays to refer to newspaper ownership as a millionaire's game. It was just as much a millionaire's game 30 years ago, when Northcliffe was matching his brains against old intrenched capital in London. It was certainly a game of millions in New York in 1896, with the New York Herald Company sending $10,000 a week to the "Commodore" in Paris and putting as much to his deposit in New York, and with other newspapers earning substantial, if less sensational, profits. Yet Northcliffe and Ochs found brains and tenacity more than adequate as substitutes for capital in seven figures.

Today the returns of success are larger and more widespread than they were 30 years ago. A number of newspapers are now valued at more than a million dollars, few at more than $10,000,000, but there are hundreds today worth over $100,000 which would have brought little more than junk prices a few years ago. Much of their value is in the goodwill that is created by day-to-day service to the public and which cannot be built on dollars or bought with dollars with any guarantee of permanence. Triflers cannot win, except by staying out of the newspaper business and leaving it to the millionaires they prate about so glibly.

But between brains and millions there can be no debate because brains as always will continue to be the victor.

TRADITION SUPERSEDED BY CHRIST'S LAW

Section 4.—Matthew 5:21-26.

21 Ye have heard that it was said by them of old time, Thou shalt not kill; and whosoever shall kill shall be in danger of the judgment:

22 But I say unto you, That whosoever is angry with his brother without a cause shall be in danger of the judgment: and whosoever shall say to his brother, Raca, shall be in danger of the council: but whosoever shall say, Thou fool, shall be in danger of hell fire.

23 Therefore if thou bring thy gift to the altar, and there rememberest that they brother hath aught against thee;

24 Leave there they gift before the altar, and go thy way; first be reconciled to thy brother, and then come and offer thy gift.

25 Agree with thine adversary quickly, while thou art in the way with him; lest at any time the adversary deliver thee to the judge, and the judge deliver thee to the officer, and thou be cast into prison.

26 Verily I say unto thee, Thou shalt by no means come out thence, till thou hast paid the uttermost farthing.

INEXCUSABLE LAW-BREAKING

WITHOUT sense or reason, disaster is becoming a common part of Presidential tours. This is a matter of deep concern to the newspaper world, because newspaper men have been the principal sufferers.

There is no more reason for the members of a Presidential party to ignore the written laws of municipalities and the unwritten law of the road than there is for the common citizen.

Local committees seem to think that one of the highest tributes they can pay distinguished guests is to ignore every natural law of safety. The danger of a foolhardy driver does not fall upon the distinguished visitor whose right of way is overzealously guarded, but upon the men whose everyday duty it is to follow him and chronicle for the country his doings.

Ben F. Allen, of the Cleveland Plain Dealer, forfeited his life in the performance of his duty while campaigning with President Wilson in 1919, under circumstances that warranted bitter censure. At the same time Stanley Reynolds, of the Baltimore Sun, and Robert T. Small were seriously injured. That accident should have been sufficient to have brought a halt to this reckless practice, but in the early part of the administration of President Harding, Frank Sartwell, of the Washington Post, was injured when his car turned turtle at Frederick, Md., when he was trying to keep up with the pace being set by the Presidential car. The accident in which Thomas F. Dawson and Sumner Curtis, two former newspaper men, lost their lives, and Donald Craig, of the New York Herald, was seriously injured at Bear Creek Canyon, Colorado, last Sunday, is no more excusable.

Just why there should be law-breaking every time a President or member of his traveling party gets into an automobile has never been explained, but newspaper men seem to be the ones whose lives are in danger, and they should demand a reform and refuse to be a party to a continuance of the practice.

WHEN the auctioneer raises his hammer and shouts "gone" his audience is naturally limited. But why have prospective customers waste their time. The Detroit News has a press to sell but instead of advertising an auction sale is announcing its offering in the columns of EDITOR & PUBLISHER this week to the highest bidder by mail or telegraph. Why not apply the same principle to real estate?

CHEAP ADVERTISING

HANDBILLS are the cheapest form of advertising and they bring returns in proportion their costs. It adds nothing to their digni but the name of the newspaper appearing on it. is, however, a reflection upon a newspaper when stoops to that form of advertising.

Handbills are a form of advertising that have r peatedly proved a failure when used on a lar scale and at great expense. A recent example w in Pittsburgh where a Shopping News, a glorifi reproduction of its single sheet brother, suspende

In the bulk handbills are harmless—they ha never changed any of the established channels trade. The most serious charge that can be ma against them is that they immediately become litt and create an unnecessary fire and health risk.

Within recent weeks New York newspapers ha been making much ado about the ignorant and t unthinking who litter up the city's public parks a have even demanded arrest and punishment of t thousands of offenders. This would seem to be very poor taste so long as those same newspape persist in placarding lampposts, trees and elevat structures with handbills of their own that with a few hours become a part of the litter of t streets and the small breathing spots in the co gested sections of the city. Within a week fo policemen were kept busy one entire afternoon r moving handbills tied to posts in the downto section to prevent their being blown free to d figure City Hall Park.

It seems strange that newspapers will persist this form of advertising, when they live by selli the greatest producing medium of the world. T first purpose of the advertising department of newspaper is to sell newspaper advertising spac the second duty is to sell their particular pap Hence, when newspapers wish to reach the reade of other newspapers why don't they show fa enough in the thing they live by to buy space that or other competitors.

John Wanamaker once told EDITOR & PUBLISH that the reason he had dropped all forms of adv tising for his Philadelphia store, except the da newspaper was because he found them to be t only place in which the advertisement was a w come guest to the prospective customer. At t same time he said that advertising, such as t billboard, which disfigures and robs the landsc of much of its beauty was offensive to many p spective customers. What applies to the Philad phia store of Wanamaker's applies alike to the a vertising of the daily newspaper and particularly t throw-away. When it litters up a public park thoroughfare it is just as offensive to the dec citizen as the wooden plates remaining on the gr after a picnic lunch.

There are a great many newspapers through this country that would profit greatly by tak stock of their own forms of advertising; there no question about their strengthening their own ar ments when they go out to sell newspaper adver ing space.

KNOW YOUR CITY

THIS week EDITOR & PUBLISHER presents survey of the merchandising possibilities New York City. There is nothing unus about this from the standpoint of service. This the second analysis of New York, but it is only of more than fifty that have been issued for trading areas of the nation.

Nothing more clearly indicates the great adva that has been made in the advertising world in cent years. The advertising space-buyer of to demands facts about the community before plac business. with the individual newspaper.

The wise newspaper man will give first conside tion to selling his city—selling his newspaper come easy after that has been accomplished. T market surveys issued from time to time by EDI & PUBLISHER are designed first of all to help sell your city.

PERSONAL

L. STURTEVANT, publisher of the Wausau (Wis.) Record-Herald, has een elected president of the Wisconsin 'alley Church Club, an Episcopal organ:ation which takes in ten parishes in the iocese of Fond-du-lac.

K. L. Ames, publisher of the Chicago ›urnal of Commerce, has returned home :ter making the trip on the Leviathan.

A daughter was born June 20 to Mr. ıd Mrs. John H. Kelly, of Sioux City, ı. The father is editor of the Sioux ity Tribune.

A. D. Lasker, former chairman of ıe United States Shipping Board, reırns to take active part in the Lord & 'homas advertising agency, Chicago, the .tter part of July.

Charles B. Hollinger, former editor of ıe Lancaster (Pa.) New Era, was apıinted editor of the division of publicaons, Department of Property and Supies, by A. Nevin Detrick, Director of 'ublications of the State of Pennsylania.

Senator Arthur Capper, owner and ublisher of the Topeka Capital and the 'apper publications, will give his fifenth annual birthday party to the boys nd girls of Kansas July 14.

Arnold Mulder, for 15 years connectl with the Holland (Mich.) Sentinel nd for several years its editor, was given ıe degree of Doctor of Letters by the ouncil of Hope College in consideration f his work. Dr. Mulder has written or many magazines and is the author f several books.

Wesley W. Stout, formerly of the Kansas City Star and now a feature vriter for the Saturday Evening Post, vill accompany his father, F. W. Stout, nd Clarence Smith on a trip over the liff dwelling section of the Southwest. The elder Stout will write a book on he cliff dwellers.

Robert Glass, managing editor of the Lynchburg (Va.) News, was recently lischarged from a Baltimore hospital afer being under treatment there nearly wo months following a serious surgical operation, spent a few days in Richmond reliminary to resuming his duties in Lynchburg.

Maj. Henry A. Shorey, dean of Maine ournalists, is retiring at the age of 83 rom the active management of the Bridgton News, founded by him in 1870. He has been totally deaf for several ears. He was the first G. A. R. charter nember in Maine.

A. L. Fish, former business manager of the Portland (Ore.) Journal, now onnected with the Salt Lake Telegram, ıas put out a booklet on "Salt Lake City—Center of Scenic America."

W. D. Small, veteran Palestine, Tex., ıewspaper man, on June 19 observed ıis 74th birthday anniversary. He was n the newspaper business at Palestine ıefore the Civil War and is today the ıldest native-born resident of that city.

IN THE EDITORIAL ROOMS

GEORGE L. COOPER, formerly of Lincoln, Neb., has joined the repororial staff of the San Antonio Evening News.

Hugh Steele, veteran newspaper man of Denver, who has been critically ill nany weeks, was recently removed from St. Anthony's Hospital to his home, where ıe is reported improving slightly. Steele ıas been blind for several years but up o the time of his illness continued to vrite special articles.

John Standish, just graduated from the Halsey, Ore., High School, has gone to vork for the Wenatchee (Wash.) Sun.

J. E. Wilson, for several years on the San Antonio Evening News staff, has resigned.

Horace C. Smith, feature writer for the Fort Wayne (Ind.) Journal-Gazette, has gone to the Chicago Journal to do general reporting.

W. E. Hassler, formerly editor of the North Clackamas (Ore.) Reporter, has joined the staff of the Gold Beach (Ore.) Reporter.

C. Farrington Greene, who has been writing for the magazine pages of the Chicago Herald & Examiner as "dream editor," gave a talk on "Editing a Resort Magazine," at the Casa Maria Club, June 12, before leaving for Bethlehem, N. H., where he will edit White Mountain Topics. The club's program also included talks on "Newspaper Cartooning," by Peter Llanuza, and "The Artless Girl Reporter," by Josephine Huddleston, both of the Herald & Examiner.

Earle D. Wilson, a reporter on the New Bedford (Mass.) Standard, was given a farewell dinner by his fellows on the occasion of his resignation to become assistant manager of the Olympia Theater.

Burton T. Bliss, a recent graduate of Alfred University, has joined the staff of the New Bedford (Mass.) Standard.

F. W. Kirk of the Anadarko (Okla.) Tribune, is suffering from a paralytic stroke. His son, Fred, has charge of the paper in his illness.

John E. Ford, Jr., formerly with the Wichita (Kan.) Eagle, has found a berth in the editorial department of the Hutchinson (Kan.) Gazette.

Miss Dorothy Inou is now assistant society editor of the Hutchinson Gazette.

Maurice Almy Aldrich, the "Hornet's Nest" man of the St. Paul Daily News, has resigned to join the staff of the Providence (R. I.) Journal, of which his father, the late Col. Moses A. Aldrich, was city editor in the long ago.

Miss Doris Sykes of Eugene, Ore., at one time a reporter for the Salem Statesman and for the past year engaged in editorial work on the Cottage Grove Sentinel, has announced her engagement to Georg Bjorsen of Cottage Grove, a railroad man. The wedding will take place in November, and the couple will leave immediately thereafter for a stay of several years in Norway.

Homer Fichett, reporter of the Buffalo Courier, has resigned to edit a new house organ to be published by the Dunlop Tire & Rubber Corporation of America.

Thomas G. Michelmore has resigned as assistant city editor of the St. Paul Daily News to cast his fortunes with the Chicago American.

Meredith Thomas of the Wall Street Journal staff is engaged to marry Miss Augusta Wales of Englewood, N. J.

Henry W. Loesch, sports editor of the Arkansas Gazette, was a prize winner in a "Save the Surface" campaign for 1924, according to an announcement by the Paint and Varnish Trade News Bureau, Philadelphia.

M. L. (Bert) Fahey, for 12 years on the editorial staff of the New Haven Union, and long its city editor, has joined the staff of the New York World.

Philip Newill of Portland, Ore., has been elected editor-in-chief of the Daily Palo Alto, student publication of Stanford University. He has been managing editor.

Earl Lutz, city editor of the Richmond (Va.) Times-Dispatch, has been promoted to Sunday editor, a newly-created position. He is succeeded on the city desk by T. D. Eaton, hitherto assistant city editor.

Frank West, formerly on the reportorial staff of the Richmond (Va.) News Leader, is an addition to the copy desk of the Times-Dispatch.

H. T. Smith, chief of the New York World's news art department, is spending his vacation on his Montclair, N. J., farm.

Charles R. Adams, formerly with the Minneapolis Journal, has resigned as secretary to Governor J. A. O. Preus to conduct the Governor's campaign as candidate for United States Senator.

Henry B. Crozier and George N. Briggs are "doing politics" for the St. Paul Dispatch-Pioneer Press.

Henry Tyrrell, art critic of the New York World, has returned from Europe.

Stephen Speier, associate editor of the Fairmont (Minn.) Daily Martin County Independent, has been appointed game warden.

Miss Theresa Archer has become city editor of the Kirkhoven (Minn.) Banner.

Nate E. Reece, editor of the Pratt (Kan.) Daily Tribune, was one of the representatives of the Pratt Rotary Club to the International Rotary in St. Louis.

FOLKS WORTH KNOWING

CHARLES C. YOUNGGREEN, who has been director of Advertising and Publicity of the J. I. Case Plow Works Company, of Racine, Wisconsin, has resigned to become vice-president of the Klau-Van-Pietersom - Dunlap Advertising Agency of Milwaukee. As a mark of appreciation for his work, the plow works has placed its account in his hands.

CHARLES C. YOUNGGREEN

Mr. Youngreen has been prominent in the agricultural field for years. He was advertising manager of the Kansas Farmer, and successively general manager, and vice-president and publisher of that publication. He was prominent in Kansas State and county fair work, and was twice appointed by the governor as a delegate to the International Dry Farming Congress. He retired from the Kansas Farmer to enter the World War, serving in the Aviation Branch of the Royal Flying Corps and the United States Army. After the war he was Publicity Counsel to oil companies at Fort Worth, Texas, and later as sales and advertising manager of the Southern Beverage Company of Galveston. He left the South to re-enter the agricultural field as director of advertising of the Wisconsin Agriculturist.

Mr. Youngreen is a director of the Audit Bureau of Circulations, and prominent in the Associated Advertising Clubs of the World, and the Association of National Advertisers. He has been president of the Racine Advertising Club for two terms, and in this capacity created and directed "Made-in-Racine Week." He is also President of the Lions Club of Racine, and a director of the reorganized Association of Commerce, and a member of the City Planning Commission of that body, and also a Director of the Community Chest Fund.

W. E. Babb, associate editor of the Rock Island Magazine, has been made editor, succeeding H. E. Remington.

Oliver E. Carruth, formerly with dailies in New York, Rochester and Newburgh, N. Y., and more recently on the editorial staff of Music Trades, New York, is now connected with the publicity department of the American Federation of Labor, Washington, D. C.

Miss Phyliss Proebstle, formerly of Cincinnati, has been named photoplay editor of the Atlantic City Gazette-Review and the Sunday Gazette.

Albert J. L. Ford, attached to the staff of the Boston Traveler, has been promoted to lieutenant colonel, Reserve Corps. He also becomes assistant chief of staff of the 94th Division. He served overseas as captain of the headquarters troop of the Yankee Division.

Arthur S. Grossman, formerly sports editor of the Atlantic City Gazette-Review, is now on the editorial staff of the Philadelphia Evening Bulletin.

William D. Sullivan, 40 years on the Boston Globe and 35 years city editor, was the guest of honor at a Globe family party in Young's Hotel. He was presented with a silver pitcher. The dinner was a surprise. George Dimond was chairman of the arrangements committee and read letters from Charles H. Taylor and William O. Taylor accompanied by a substantial purse. A. A. Fowle, managing editor, closed the festivities with reminiscences of the city room.

Mrs. Louise Landis Bahmer, newspaper woman of Pittsburgh, and her son, John Bahmer, aged 4, were seriously injured when an automobile in which they were riding overturned in a collision. George L. McCoy of the Chronicle-Telegraph reportorial staff was driving the car when the accident occurred. He escaped injuries, but his wife was badly bruised. A son of Mr. and Mrs. McCoy escaped injury.

Leslie Gould, former Syracuse newspaper man, has been named assistant city editor of the Atlantic City Daily Press, succeeding Russell Morris, who resigned several weeks ago.

Joseph D. Hale, formerly reporter for the Sioux City Tribune and now employed by the United States Bureau of Markets at Omaha, has been transferred to the Chicago Stockyards.

Conger Reynolds, former staff writer for the Des Moines Register and Tribune and later a Washington, D. C., newspaper man, now vice-consul at Halifax, has returned to his post after a leave of absence.

Edward Moore, music critic of the Chicago Tribune, and his wife were in an auto accident recently. Both have recovered from their injuries.

The newspaper that provides its readers with the Haskin Service gains in public good will.

Anard W. Littman is the latest addition to the sports staff of the Atlantic City Gazette-Review.

Miss Effie Alley, reporter for the Chicago Journal, surprised her friends by getting married and leaving on her honeymoon.

J. T. Williams, formerly associated in diplomatic circles in the Orient, has returned to the reportorial staff of the Chicago Journal.

Frank J. Stillman, editorial writer on the Waterloo Courier, has resigned and gone to California.

Patrick Maloney, formerly county building reporter for the Chicago Tribune, is the day editor in place of Harvey Duell, transferred to another department.

Joe David, golf editor of the Chicago Tribune, went East to cover the annual meeting of the Public Links Association in Washington, D. C.

J. H. Lowry, news editor of the Sioux City Tribune, is improving after an illness.

Harry Camfield, formerly of the copy desk of the Chicago Evening American, has resigned to take up publicity work.

Two of the Chicago Tribune's pretty switchboard operators are leaving July 14 to be married. They are Anna McLaughlin, who has been with the newspaper more than ten years, and Margaret Newton, employed there three years.

William B. McCormick, political editor of the Chicago Herald & Examiner, Victor Harris and Henry Paynter are on the rewrite desk during the vacation season.

IN THE BUSINESS OFFICE

IRA REBMAN, former circulation manager of the Eugene (Ore.) Morning Register, has taken a similar post on the Salem (Ore.) Morning Statesman.

George D. Cunningham, after 20 years service with Texas newspapers, recently resigned from the advertising staff of the San Antonio Express and Evening News to go to work for the Kuhn Oil Company of San Antonio.

E. J. Gillis of Kansas City has joined the business office force of the Longview (Wash.) News.

O. C. Hammons of the San Antonio Express city room has transferred to the advertising department of the same paper.

Fred E. Lovell, advertising salesman for the St. Paul Daily News, is the first president of the Ramsey County branch of the Izaak Walton league, just organized.

Phil M. Knox, circulation manager of the St. Paul Daily News, who has done perhaps more than any other man in that city in the matter of training carriers and newsboys, has resigned to manage the circulation of the Sacramento (Cal.) Bee.

Robert A. Sellers, general manager of the Chambersburg (Pa.) Valley Spirit, has resigned to become assistant manager of the Du Bois Press, catalogue builders and process color printers, Rochester, N. Y.

Beatrice Jeanette, 12-year-old daughter of T. O. Huckle, business manager of the Ypsilanti (Mich.) Daily Press, was taken suddenly ill with acute appendicitis and was rushed to Beyer Memorial Hospital, Ypsilanti, where she was operated upon. Her condition is favorable.

Marvin Bogle, connected with many Kansas newspapers in the advertising and printing end, has been selected as salesman and service manager of the Grit Printery, Wichita. He served his apprenticeship under the late Elbert Hubbard of East Aurora, N. Y.

H. B. Baker has been appointed manager of Pacific & Atlantic Photos at Chicago. He succeeds Charles L. Mathieu. Mr. Baker was Mr. Mathieu's assistant.

LeRoy Berglund, classified advertising manager of the Atlantic City Daily Press and Evening Union for the past three and a half years, has resigned to take a similar job with the Cincinnati Evening Post.

James Cleary, manager of the business survey department of the Chicago Tribune, leaves in July for a trip to Europe.

Walter Lightbody, who returned to Chicago a short time ago from Paris where he was auditor of the European edition of the Chicago Tribune, was married recently.

Gladys Rockmore has left the advertising art staff of the Chicago Tribune and is now free lancing. In the June number of Fashions, she has a full page of illustrations on sports apparel. Edith Lawson has joined the advertising art staff and has taken over the work formerly done by Miss Rockmore.

Capt. H. I. Nelson has succeeded Louis Hudon as purchasing agent for the Chicago Tribune boats and timber properties on the St. Lawrence River. His new position takes him to Montreal from Ottawa, where he had been active in the sports of his regiment.

WITH THE AD FOLKS

E. R. TEWKSBURY, for the past eight years proprietor of a Scranton advertising agency, has become advertising manager of Stoehr & Fister, home furnishings.

The Governor Fastener Company, New York, announces appointment of Hyman Blumberg as advertising manager. A general campaign is being planned. Mr. Blumberg was employed as solicitor and copy writer in 1918 for the foreign language display department of the Riteservice Advertising Company. Since then he has done reportorial work for the New York Globe and the Bronx Home News, as well as free-lance newspaper and magazine writing and advertising.

P. W. Lampertine, treasurer of the Advertising Club of Sioux City and advertising manager of Pelletier's department store there, has resigned to take a similar post with Lebeck Bros. at Nashville.

MARRIED

MISS CONCHA LOZANO, sister of Ignacio E. Lozano, publisher of La Prensa, San Antonio Spanish daily, has become the bride of Jose G. Gonzales. Mr. Gonzales is manager of La Prensa office at Laredo, Tex.

J. I. Phillips, advertising manager of an Ottawa department store and formerly with the Toronto Globe and the Ottawa Free Press and Journal, recently married Miss Oleida Grondin of Ottawa.

George M. Brazer and Miss Ethel Berlin, delegates from the San Francisco Ad Club to the Spokane convention, were married in Vancouver, Wash., June 16.

William Francis Kililine, of the San Francisco Call, married Miss Genevieve Durnford in San Mateo, Cal., June 16.

Louis Bernhardt, a playwright, formerly with the New York World, and Miss Lillian Kemble Cooper, actress, were married at Greenwich, Conn., June 19. They will spend their honeymoon abroad. The brid is a member of the famous Kemble stage family and recently played in "The Mountebank" in New York.

Harry Hammond, Jr., son of the editor of the Byron (Cal.) Times, married Miss Fay Corbin at Rio Vista May 27.

Henning Edward Stallings, bookkeeper for the Newport News (Va.) Daily Press, and Miss Bessie Brightwell McDaniel of Richmond were married in the latter city June 23.

Robert French, of the reporting staff of the Columbus (O.) Dispatch, married Miss Dorothy Owen in Urbana, O., June 23.

Miss Sylvia Hall of Des Moines recently became the bride of Carl H. Frees of Chicago. She was formerly employed in the plant of Successful Farming.

J. Huston McCollough, police reporter on the Lancaster (Pa.) Intelligencer, son of Managing Editor Austin E. McCollough, and Miss Edythe L. Johns, until June 1 in charge of rural circulation for the Intelligencer and News-Journal, were married June 21.

Herrick Brown of the New York Sun staff and Miss Avalite E. Howe, daughter of the late ex-Mayor and Mrs. George A. Howe of Marlboro, Mass., were married recently.

Kent Perkins, night editor of the Boston Herald, and Mrs. Josephine G. Hills, widow of Dr. F. L. Hills, who was superintendent of the Bangor, Me., State Hospital, were married recently.

Charles F. Weddle, managing editor of the Bristow (Okla.) Daily Record, and Miss Daisy Wilcox, of Topeka, were married recently. Mr. Weddle was formerly on the Topeka Daily Capital.

The engagement has been announced of Albert S. Baker of Concord, N. H., managing editor of the Concord Monitor-Patriot, and Miss Gladys E. Peabody, of Lawrence, a graduate of the Lowell Normal School and for the past two years a teacher at the Barker school.

Edwin D. Foster, former editor of the Cape May County Times, of Sea Isle City, N. J., married Miss Edith May Frescolm of Philadelphia June 21. The romance began when Miss Frescolm nursed the newspaper man through a serious illness in the Hahnemann Hospital, Philadelphia.

William Schwobel, one of the editors of the Glassboro (N. J.) Enterprise, a weekly paper, married June 24 Miss Helen Roberta Mead, daughter of former Sheriff and Mrs. Robert Mead. Schwobel and two brothers own the Enterprise.

James W. Morris, newspaper man, a Miss Juliet Privet were married Texarkana, Tex., June 11.

NEWS SERVICE AND SYNDICAT NOTES

S. P. RICHARDSON, of the Chica office of the Associated Press, been transferred to the Oklahoma C bureau. Charles M. Cummings has be appointed early morning editor at C cago to succeed him.

T. R. Keniston, now covering Legislature at Springfield, Ill., for Associated Press, will be transferred Chicago on adjournment of the Legis ture as outside local man, succeeding L. Polland, resigned.

Frederick Roy Martin, general m ager of the Associated Press, has b spending the last week at Cambrid Mass., attending the 30th anniversary union of his class at Harvard.

W. E. Chilton, Jr., has become member of the Associated Press rep senting the Charleston (W. Va.) zette, succeeding T. S. Clark.

C. C. Rosewater has succeeded Les J. Clarke as a member of the Associa Press, representing the Seattle Po Intelligencer.

L. H. Selz has been employed at Chicago office of the Associated Pr as vacation relief editor.

J. D. Gortatowsky, of the gene management of the King Feature Syn cate, sailed June 16 on the Rotterdam Europe to spend two months.

Did you hear Fred B. Smith Say It?

It is the opinion of convention hounds that no man in recent years has aroused more enthusiasm in an A. A. C. W. convention than did Fred B. Smith on the opening afternoon.

He showed the necessity of world peace and stressed the place which the Christian church must play in this program.

And the advertising men applauded him to the echo.

The Christian church will be ready to assume its large responsibility in world affairs when each individual unit of the universal church is functioning at its best.

You, Mr. Advertising Manager, can help the churches in your town to be a more potent force for good by helping stimulate attendance at regular services. The use of display space can fill churches just as easily as it can crowd the basement of the most popular department store.

The Church Advertising Department has copy for this purpose which dozens of newspapers have used in space which they have donated or have sold to local advertisers.

Proofs may be obtained from Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa. The price for use is less than thirty cents a week.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Editor and Publisher has had a large part in selling this copy to publishers. This weekly space is donated to the Church Advertising Department.

Half-A-Million Dollars
in our first four 1923 campaigns

Another record which shows Hollister supremacy in circulation building. The campaigns were for:

The Washington Post
The Atlanta Journal
The Memphis Commercial Appeal
The Dallas Morning News

We are now conducting campaigns for:

The Chattanooga Times
The Duluth News Tribune

Fall campaigns are now being booked. Wire or write us care of either paper.

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Unique and Inimitable
Write to the
HOL-NORD FEATURE SERVICE
500 Fifth Avenue New York City

In New Orleans it's THE ITEM

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in London.

America's Best Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

Rudolph Block, of King Features Syndicate, sailed June 16, on the Rotterdam. to spend a few weeks abroad.

Pearce Davis, night editor of the Associated Press at Spokane, has been transferred to the San Francisco office. He is succeeded in Spokane by Harold Turnblad, who has been day editor. Norman Collins succeeds Turnblad. All three are graduates of the University of Washington School of Journalism.

R. J. Dustman, Associated Press correspondent at Columbus, Ind., has been sent to the Chicago office as vacation relief editor.

R. J. Jeffreys of the Jeffreys Syndicate, Columbiana, O., who set out a year ago to make a tour of the world, found it impossible to complete the journey and has returned home, after visiting 14 countries. He will drive a car to San Francisco and later make his way through Asia Minor to Europe.

George B. Morris is the Hagerstown, Md., representative of the International News, and telegraph operator for the Daily Mail. He succeeds Fred S. Rigsdill.

THE AGENCY FIELD

THE PITLUK ADVERTISING COMPANY of San Antonio has made annual presentation of medals to students of the advertising class at the University of Texas for preparation of the two best advertising campaigns. The gold medal was awarded to Coy Williams, silver one to Miss Anne Dennis.

The Press Discount Service, New York, is now known as the Bromberg-Chanin Company. Frank Bromberg was formerly in the merchandising department of the New York American. More recently, he has been Brooklyn manager of the Long Island Daily Press. Leo Chanin was formerly sales and advertising manager of C. Nestle Company, New York. At one time he was with the Standard Rate & Data Service, Chicago, and advertising manager of the Greensboro (N. C.) Daily Record.

C. E. Williams has resigned from the advertising department of the Hartford Fire Insurance Company to join the staff of the Manternach Company, advertising agency and merchandising counsellors of Hartford.

A. C. Hamilton, of the National Advertising Company, Cleveland, has been elected president of the Lions Club of that city.

Walter R. Howell, formerly with Brooke, Smith & French, Inc., Detroit, and later with the Martin V. Kelley Company of Toledo, has joined the staff of the Standard Motor Truck Company of Detroit as sales promotion manager and assistant to the general sales manager.

G. W. Brogan, advertising manager of the Black & Decker Mfg. Company, Baltimore, manufacturers of portable electric tools, has announced that January 1 he will conduct an agency under the name of G. W. Brogan, Inc., specializing in the automotive field. He will have the Black & Decker account.

Stanley P. Seward has been appointed advertising manager of the White Company, Cleveland, motor truck manufacturers, succeeding M. H. Newton.

P. C. Handerson has resigned as advertising manager of the Cleveland Twist Drill Company, Cleveland, to join the service department of Fuller & Smith, Cleveland agency.

Frank H. Lord, of the advertising department of the Cadillac Motor Car Company, Detroit, has joined the copy department of the Campbell-Ewald Company, Detroit.

J. A. Stuart, formerly advertising manager of the Herpicide Company, Detroit, has become manager of the Los Angeles office of Fralick & Bates.

The corporation name of Hoyt's Service, Inc., has been changed to Charles W. Hoyt Company, Inc. The personnel remains the same.

LeRoy A. Clark, formerly advertising manager of Himelhoch Bros. & Co. and proprietor of the Advertising Art Service, has joined the staff of Whipple & Black, taking charge of the direct mail division. He formerly held a similar position with the Caslon Press.

L. D. Brewer, proofreader for the Globe-Democrat, has joined the Gardner-Glen Buck company as a layout man.

The Wylie B. Jones Agency, Inc., of Binghamton, is increasing its capital stock from $50,000 to $200,000.

Albert M. Sterling, for three years art director with Procter & Collier, Cincinnati, has joined Thresher Service, New York, in the same capacity.

CIRCULATION NEWS AND NOTES

THE annual newsboys' night of the Chicago Evening American was held June 18 at White City. Every newsboy in the city was eligible for admittance. Thousands of boys accepted the invitation.

Walter G. Andrews, formerly circulation manager of the Johnstown (Pa.) Ledger, has been appointed circulation manager of the Norristown Times-Herald.

Frank S. Hay, circulation manager of the Lewiston (Me.) Sun, is resting for a few weeks in Canada following his attendance at the I. C. M. A. convention.

Norman B. Wamsher, circulation manager of the Norristown (Pa.) Times-Herald, has resigned to enter a new business engagement.

NEWS OF THE CLUBS AND ASSOCIATIONS

MRS. HARRIET HAWLEY LOCHER has succeeded Mrs. Theodore Tiller as president of the District of Columbia League of American Penwomen. Other new officers are: Mrs. Dorothy DeMuth Watson, first vice-president; Mrs. Larz Anderson, second vice-president; Dr. Loy McAfee, recording secretary; Mrs. Blanche Ray, corresponding secretary; Mrs. William H. Hoses, assistant corresponding secretary; Mrs. Francis Steele, auditor; Mrs. H. S. Nillken, librarian, and Mrs. Aaron D. Newman, historian.

The Advertising Division of the Chamber of Commerce of Portland, Ore., has been formed, with the following officers: President, R. E. Morrison, business manager of the Western Farmer; vice-president, Joseph A. Davidson, of the Oregonian; secretary, John W. Kennedy, Commercial Advertising Company; directors, P. J. Macauley, Joseph R. Gerber, W. D. McWaters and H. P. Deuber.

Newspaper editors of King and Kitsap Counties, Washington, have formed an association with Harrison W. Mason of the Rainier Valley Times as president and B. P. Kunkler of the Bainbridge Island Beacon, secretary.

Officers have been elected by the Advertising Club of Honolulu as follows: President, G. Stanley McKenzie; first vice-president, Prof. K. C. Leebrick; second vice-president, Dr. Charles Barton; secretary-treasurer, Henry Bredhoff.

Ralph Hinman, former secretary of the Hutchinson, Kan., Ad Club, was chosen president at the annual election. He succeeded Ray Streeter. Other officers chosen were: Jim Davis, vice-president; Floyd Abbot, secretary; Phil Baddeley, treasurer; Steven Johnson, Howard Waller, Minot English, Lloyd Lewis, Ernest Woleslagel, directors.

Six Kansas newspapermen, headed by United States Senator Arthur Capper, have been initiated as associate members of the K. S. A. C. chapter of Sigma Delta Chi, professional journalism fraternity. The initiation culminated the activities of the Kansas Agricultural College organization for the past year. Besides Senator Capper, O. W. Little of the Alma Enterprise, Marco Morrow of the Capper Press, Carl F. White, managing editor of the Kansas City Kansan; Dan Casement, contributing editor of the Breeders Gazette, and Floyd C. Nichols

MORE!

THE JOURNAL is read by *more* Milwaukee and Wisconsin people than any other publication in the world. 120,000 families, nearly a half million readers.

"Try It Out in Representative Milwaukee"

The Milwaukee JOURNAL FIRST—by Merit

WE RENDER A SERVICE

specializing solely in newspaper, publishing and printing buildings. What this service has accomplished will be outlined on request.

S. P. WESTON
Newspaper Buildings
Mechanical Layouts
Production, Operation
120 West 42nd St. New York

The NEW YORK EVENING JOURNAL has the largest circulation of any daily newspaper in America.

The Pittsburgh Press
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 20,347 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.
IT COVERS THE FIELD COMPLETELY.
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

First for Food!
-THE EVENING MAIL*
With Alfred W. McCann

With Alfred W. McCann, the country's leading food expert, this newspaper is the strongest food products medium in the Greater New York merchandizing territory.

THE EVENING MAIL
New York, N. Y.
*Net Paid Circulation Now 200,000 Daily.

"In Boston It's the Post"

Circulation Averages for 1922

BOSTON DAILY POST
396,902
Copies Per Day

BOSTON SUNDAY POST
401,643
Copies Per Sunday

First in Local, General and Total Display Advertising

THE
KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District

NATIONAL REPRESENTATIVE
John M. Branham Co.

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

of the Capper Farm Press received their work.

George W. Marble, editor of the Fort Scott (Kan.) Register, was re-elected chairman of the Association of Kansas and Western Missouri Associated Press Editors at the annual meeting at Kansas City, Mo. Ralph Hoppe, correspondent at Kansas City, was chosen secretary.

At the annual election of the Philadelphia Club of Advertising Women, Katharine Flanagan, advertising manager of La France Manufacturing Company, was elected president. The following directors were also elected: Blanche F. Clair, of the advertising service department of the Holmes Press; M. Helen Campbell, of H. D. Dougherty & Co., Inc., manufacturers of "Faultless Bedding;" Anna K. Johnson, Elsa Raetzer, Martha T. Shade, Empire Advertising Agency; Minnie M. Sweeting, of Raymond & McNutt, papers; Ida E. Thomas, and Gertrude H. Shearer, of the Philadelphia Electric Company.

The Pittsburgh Press Club re-elected John E. McKirdy, president. Other new officers are: honorary president, A. E. Braun; first vice-president, L. C. Carson; second vice-president, T. W. Morris; directors, J. M. Costin, Daniel E. Davis, L. B. Sisson, J. V. Long.

New officers of the Hartford Advertising Club are: president, John W. Longnecker, manager of the service department of the Hartford Fire Insurance Company; first vice-president, Clarence T. Hubbard; second vice-president, Lloyd M. Church; secretary, Dan Frazier; treasurer, J. Herbert Hinlay; directors, L. A. Soper, C. F. Olin, G. M. Butler.

Mrs. E. J. Archibald, was elected president of the Montreal Women's Press Club at the annual meeting May 31. Other officers elected were: vice-president, Miss Esther Botting; recording secretary, Miss Madeleine de Soyes; corresponding secretary, Miss Marguerite de Lisle; treasurer, Miss Mabel Brittain; historian, Miss Mary Brooks; in charge of visitors' book, Miss Doris Hemming.

Miss Ferol Tyler succeeds Mrs. C. M. Bodin, nee Luhmann, as secretary to H. C. Hotaling of the National Editorial Association in St. Paul.

The Junior Advertising Club of New York on June 2 elected the following officers: President, Adam Piret, advertising manager J. F. Jelenko & Co.; vice-president, J. W. Linahan, True Story Magazine; secretary, Walter Meinzer, Good Housekeeping; treasurer, J. J. Smith, Texas Oil Company.

The 34th annual convention of the Virginia Press Association will be held at Newport News July 5, 6 and 7. The date was selected so as to enable publishers to attend their State meeting and go from there to White Sulphur Springs to attend the 21st annual convention of the S. N. P. A.

E. F. Fable, of Topeka, was elected president of the Kansas, Mo., Good Fellowship Club of the Associated Press at its annual meeting at the Hotel Baltimore. The club is composed of employes of the Associated Press and their members. J. L. Miller of Kansas City was re-elected secretary treasurer.

United States Senators Watson of Indiana and Fess of Ohio were the speakers at the annual summer meeting of the Indiana Republican Editorial Association at South Bend, Ind., June 7-8. Officers of the association are: president, George D. Lindsay, Marion; vice-president, G. A. Elliott, Newcastle; secretary, W. O. Feudner, Rushville; treasurer, H. C. Willis, Waterloo.

The "Men's ticket" beat the "Juvenile ticket" at the annual election of the Advertising Club of Louisville May 29. Byron W. Orr of the Herald was the candidate of both tactions. Others chosen were: president, F. F. Gilmore, Jr.; first vice-president, C. N. Mullican; second vice-president, Harry H. Wagner; treasurer, W. A. Harris; directors, R. H. Lindsey, A. R. Magee.

The Calgary Women's Press Club held its annual meeting for 1923 when the following officers were elected: president, Mrs. Byrtha Stavert; first vice-president, Mrs. Reginald Smith; second vice-president, Mrs. R. J. Deachman; secretary, Mrs. J. M. Erickson.

Carl W. Jones has been elected president of the Minneapolis Advertising Club, succeeding Louis Burgess. Other new officers are: H. P. Wickham, first vice-president; E. C. Hillweg, second vice-president; and Truman Brooke, secretary and treasurer. The new directors are Louis Burgess, Henry Hodapp and Perry S. Williams. William F. Jones, advertising manager of the Journal, was the delegate at Atlantic City.

The Daily Newspaper Publishers' Association of Connecticut on June 19 elected the following news officers: President, Frank E. Sands, Meriden Journal; vice-president, E. J. Thomas, Norwalk Hour; secretary, Johnston Vance, New Britain Herald; treasurer, William A. Hendrick, New Haven Times-Leader; directors, John D. Jackson, New Haven Register; George C. Waldo, Bridgeport Post-Telegram.

WITH SCHOOLS OF JOURNALISM

JOURNALISM students who conduct the University Daily Kansan, student publication of the University of Kansas, heard their faults exposed and their foibles magnified at the annual Kansan Board banquet held at Lawrence, Kan., the night of Wednesday, April 18. Besides members of the board, faculty members and their wives, and former students who were members of the board while in school, were present. The Kansan Board is composed or advanced students in the department of journalism, and from its ranks are chosen the editors and business staff. The annual banquet is merely a good-time affair. All seriousness is laid aside, and each member is treated to a generous quantity of the "razzberry" by his fellows. Faculty members are served the same portion.

The University of Iowa announces that $25,000 worth of equipment has been purchased for its journalism students. A Duplex flat-bed press with a capacity of 6,000 eight-page papers an hour and three linotypes are part of the new equipment. The plant when assembled will probably be one of the most modern in the State with a daily morning paper with leased wire and other features.

WITH THE SPECIALS

DAN A. CARROLL, 150 Nassau street, New York, will move uptown July 1, to 110 East 42nd street and occupy offices in co-operation with John B. Woodward. Mr. Carroll also makes announcement of his resignation as New York representative of the Philadelphia Bulletin effective Aug. 4. The Bulletin will operate its own New York office from that date.

Beginning July 1, Verree & Conklin will represent the Kansas City Post nationally. They now represent it in the West.

Harry J. Wittschen will become manager of the San Francisco office of Verree & Conklin, July 1, succeeding Allen Hoffman who goes to the Portland Oregonian. Mr. Wittschen has been for several years with the New York office of Verree & Conklin.

Announcement is made of the incorporation of Farley & Godvin, with offices at No. 25 Beaver street, New York City. The new organization specializes in financial advertising, and now represents the Boston Herald-Traveler, Philadelphia Record, Cleveland News-Leader and Rochester Times-Union. Robert S. Farley started the business some years ago. He has spent most of the last 15 years representing newspapers in Wall Street. John B. Godvin has had wide experience in selling advertising.

Hamilton-Delisser, Inc., will become national advertising representatives of the Niagara Falls (N. Y.) Gazette July 1.

The S. C. Beckwith Special Agency has been appointed national advertising representative of the El Paso Times.

The St. Louis office of the S. C. Beckwith Agency will move July 1 from the Post-Dispatch building to the Syndicate Trust Building.

Features by
Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Chas. Hanson Towne
H. J. Tuthill
John V. A. Weaver
and others
The McNaught Syndicate, Inc.
Times Building, New York

Westchester County's Greatest Advertising Medium
THE
DAILY ARGUS
Mount Vernon, N. Y.
Carried
Over 7,000,000
Lines in 1922

This is the Greatest Amount of Advertising Carried by Any Paper in This Important County.

Few Papers — (if any) — surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A.B.C.

KELLY-SMITH CO.
Marlborough Bldg. New York
Lytton Bldg. Chicago

in WISCONSIN

The Sunday Telegram has the largest circulation of any Milwaukee newspaper. The latest government report shows 121,053 NET PAID. The Telegram belongs on your list.

April circulation average
131,749
NET PAID

Milwaukee Sunday Telegram

REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

TO REACH BALTIMOREANS WHO BUY

Make a Test of the

BALTIMORE AMERICAN

and

BALTIMORE NEWS

They Go Into the Homes and Stay There

PAID

CIRCULATION

SELLING CAMPAIGNS

Great increase in your circulation in a few weeks—all paid in advance—nothing under six months. Conservative service—positive results. Sixteen years of substantial successes. Service you will like. Ask about us.

THE PULTZ CO., Ltd.

32 Sec. Nat. Bank Bldg., READING, PA.

Long Distance 2410-R

The Buffalo Territory Offers Big Possibilities To National Advertisers

Twelfth American City; second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% of English-Speaking Homes.

The Buffalo Evening News

Edward H. Butler, Editor & Publisher

KELLY-SMITH COMPANY

Representatives

Marbridge Bldg. New York, N. Y. Lytton Bldg. Chicago, Ill.

HOTALING'S News Stand

IN NEW YORK

At the

North End of the Times Building Broadway and Forty-third Street

Sells more out-of-town newspapers than any other news stand in America

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway...Here is a mammoth news stand which sells newspapers from every city in the world...Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."—Boston Transcript, Oct. 29, 1921.

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Adress your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

ADVERTISING their own publication and building up the habit of saving money in their community which is a constructive habit, the Birmingham News has deposited in the Bank of Ensley the sum of $10,000 to be divided among the readers of the News who start a savings account at this bank during the next 12 months. Every reader who starts an account and deposits as much as twelve dollars will get one dollar out of the News fund. The idea is to encourage the saving habit and build up a stronger citizenship. Needless to say it places the News in the minds of the people as a constructive institution worthy of their support and co-operation. —Helen Bethea, Southern News Service, Box 2472, Birmingham, Ala.

There are in every city some filling stations which are on the highways which are most greatly traveled by folks who leave the city on Saturday afternoons and Sundays on week-end trips or on little jaunts. These stations naturally do a big business on Saturday afternoons and Sundays and they would do an even bigger business if they would advertise. So the paper might get up a page of ads from these stations with a heading calling attention to the fact that all motorists leaving on Saturday at the week-end must pass one or more of these stations and urging all the motorists to patronize the stations. Such a page could be easily worked up by the paper. —Frank H. Williams, 1920 Spy Run Ave., Fort Wayne, Ind.

It pays to go after local tie-ins for foreign advertisements. The Marion (Ind.) Chronicle has scheduled ten ads for the New Perfection Oil Stoves and Ovens to be inserted within a twelve-week period. Fourteen dealers in New Perfection stoves and supplies were sold space surrounding the mother ad for the entire campaign. This will mean close to 2,000 inches of extra business for the Chronicle.—Robert B. Miller, The Chronicle, Marion, Ind.

The Sioux City Journal is now running a contest with prizes totalling $300. The page is made up of local firms. A nomination blank is to be filled out which counts 100 votes as a start for the nominee. Each advertiser on the page will give sales slips on each purchase. Goods advertised on this page will bear labels. Sales slips and labels will count one vote for each cent of purchase. Special cans placed in four of the stores advertised are to be used for dropping slips and labels. The contestant having the largest number of votes in 13 weeks is declared winner. A total of six prizes will be awarded. First, $100; second, $75; third, $50, and three prizes of $25 each. —A. R. Davison, 3624 No. 41st street, Omaha, Neb.

A page in an Ohio paper recently, headed "Purveyors to the Kresge Cafeteria." Among the firms which gave the page their advertising support were an ice cream manufacturer, dairy, bakery, meat market, wholesale grocer, etc. Looks like an easy seller to me. You can always get the co-operation of your big hotel or cafeteria, because of the free publicity they receive. The "purveyors" will fall in line as a matter of course when their big customers say "Yes."—G. C. Marcley, Rep.-Journal, Ogd., N. Y.

An attractive page that both satisfies the readers and at the same time pulls advertisements, is the photography page. A few short articles on amateur photography illustrated by several uncommon snapshots, distinguished either by beauty or humor, can draw in a heavy load of advertisements. I have seen a paper run a periodical page on these lines, and it was invariably well stocked with manufacturers' announcements. Incidentally, it was a feature that brought in many congratulatory letters from readers, which praise was worth while in itself. —David Sutherland, 11 Buccleuch street, Glasgow, Scotland.

A variation for the market page consists in working up a page with the salesman for some brand which he wishes to push in your locality. Many wholesale grocery houses are glad to co-operate to the extent of paying for a part of the space used. The page enclosed shows additional space all sold for a year's run. The only requirement being that the brand be featured at the top of the advertisement.—S. M.

Every year for the past few years the Dallas News has carried a "Pets, Poultry and Live Stock" campaign in their paper during the month of February. This annual edition has become widely advertised and through consistent effort has been built up until it runs from one to three pages with advertisers from every part of the country. A live mailing list of poultry and live stock raisers circularized every year, accompanied by testimonials from satisfied users of this special the year before, will enable any newspaper to build up a large volume of business on poultry and supplies in an annual edition similar to this.—J. E. Withers, Fort Worth Star Telegram, Fort Worth, Tex.

Nearly all users of bank checks in quantities desire an individual check printed to order but do not have them because of the expense. A live printer can make arrangements with the banks to allow its customers the same amount on checks printed to order as it would cost the bank to furnish its regular checks, which is about $2 the thousand. This gives the customer a reduction that will often induce him to give the printer a job, with more money for the printer, no extra expense to the bank and with considerable satisfaction to a customer who likes to deal with a live printer. —Elbert Bede, Cottage Grove, Ore.

When a prominent man visits Hiawatha, Kan., the advertising manager of the Hiawatha World takes advantage of the visit by making it net him a page of small but neat appearing ads. Ed Howe, nationally famous as editor of the Atchison Globe, visited Hiawatha recently. The World man put a picture of Mr. Howe in the center of his layout, surrounding it with 4 x 4 ads. In each there was one of Mr. How's characteristic philosophical paragraphs, and the working of these gave the key to an advertisement for a particular commodity. The layout was made up and taken around to the merchants, who eagerly bought the space.—Chester L. Shaw, 840 Kentucky, Lawrence, Kan.

We print a letterhead with the following: "Cash in on the ideas sent out every once in a while by your Home Town Paper. Insert changes and firm name and send them back to YOUR paper." Below this heading we paste ad. suggestions clipped from exchanges or ad. services. Many return the copy for use that week.—H. J. Whitacre, The Lindsay Post, Lindsay, Neb.

THE NEW ORLEANS STATES

In two years has *increased*

Daily over 17,000
Sunday over 41,000

Present averages are

Daily over 54,000
Sunday over 77,000

Rate 12c flat Daily
15c flat Sunday

Advertising gain for 1922 1,025,432—Greatest in the South

Represented by

THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK

JOHN M. BRANHAM CO.
CHICAGO

From nothing—to

200,000

in seven months

DETROIT SUNDAY TIMES

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY

They are best covered by the

Topeka Daily Capital

TOPEKA, KANSAS

Only Kansas Daily with a General Kansas Circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Supplies market data—does survey work—gives real co-operation.

Arthur Capper

PUBLISHER

MEMBER A. B. C.—A. N. P. A.

THE BOSTON AMERICAN

Is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY and QUANTITY Go Hand in Hand.

BOSTON AMERICAN

MARKET NEWS REPORT TO BE EXTENDED

Appropriation Increase of $300,000 Available to Department of Agriculture—Several New Offices Projected

Increased appropriations of $300,000 annually, available to the Department of Agriculture July 1, will permit a long-desired extension of the department's market news service in several sections of the country. The service, which now constitutes one of the largest commercial leased wire and radio telegraph establishments in the world, will be extended from Kansas City to the Pacific Coast with new offices at Denver, Salt Lake City, and Portland. In the Southeast a branch office will be opened at Atlanta in addition to field stations already operating.

With the extensions the leased wire service will cover approximately 7,000 miles. The circuits will reach from Boston south to Washington, thence west to San Francisco or Los Angeles, connecting en route, New York, Philadelphia, Baltimore, Pittsburgh, Cincinnati, Chicago, Fond-du-Lac, Minneapolis, St. Louis, Kansas City, St. Joseph, Omaha, Denver, Salt Lake City. A special line will run from Kansas City to Fort Worth and Austin, and contracts have been made with several State Departments of Agriculture for the operation of offices at Trenton, Lancaster, Pa., Harrisburg, Columbia, Waupaca, Wis.; Jefferson City, Mo., and Sacramento. The Southeastern circuit will reach Richmond, Raleigh, Clemson College, S. C., and Jacksonville.

Operation of the circuits are carried on daily except Sunday from 6 A. M. to 6 P. M. through a highly-developed code system. Official estimates place the amount of the traffic handled on the circuits prior to installation of the extension at approximately $650,000 annually based upon commercial message rates, with a cost to the Government of $160,000.

As an example of the kind of information that is sent out over the circuits, livestock markets and receipts are dispatched, showing demand, wholesale prices and conditions. Flashes on cattle, sheeps and hogs go out; butter and egg quotations; local quotations and information from big markets on vegetables and fruits. Considerable information also is given to other farm products throughout the day. At the close of the markets summaries of all commodities are sent for release to more than 2,000 news-The wire information at various branch offices are immediately comunicated to producers by telephone, telegraph and radio, with the idea of getting daily before most every farmer an accurate picture of the national agricultural market situation.

TWIN SISTERS GRADUATE

Mable and Mildred Parker Get Journalism Degrees at Syracuse

Seven students were graduated from the Department of Journalism, Syracuse University, at the commencement exercises. The department has been functioning only four years, the entire student body now numbering about ninety.

Among the graduates were twin sisters Mable and Mildred Parker of Catskill, N. Y., both of whom were honored with cum laude. They look just alike and their professors have had difficulty to tell them apart during their four years in college. They won many honors, Mabel landing the Syracuse Journal Scholarship and a special $100 best story prize. She was also editor-in-chief of the staff of students who edited the Geneva Times May 9.

Mabel is to become city editor of the Catskill Daily Mail. Mildred may go with the Kingston Leader.

All graduates have secured jobs. Sidney Cohen is on the editorial staff of the Watertown (N. Y.) Times; Foster Potter, Norwich, N. Y., with the Syracuse Herald; Jeanette Ross, Syracuse, N. Y., doing free lance writing; Margaret Lancer, Seneca Falls, N. Y., Syracuse Post Standard; Phillip Schwartz, Gloversville, Post Standard.

E. Rolf Daniels of Watervliet, Federal board student, is on the Syracuse Telegram. James Burchard of Cleveland, a junior, is on the Syracuse Journal. Simon Kneller of Newark, N. J., a junior, is on the Newark News.

Farmers Grab Ad Space

The Waseca (Minn.) Journal not long ago put out a Farm Bureau number comprising 32 pages which carried 130 columns of advertising at 50 cents a inch. The most striking thing was th page after page of space sold to farmer

Sells Stock in Radio Plant

Someone has been obtaining mone from unwary Detroiters by selling wha purported to be stock in WWJ, the De troit News radio station.

SUPPLIES and EQUIPMENT
For Newspaper Making

USED NEWSPAPER PRESSES

Scott Three Deck Two Page Wide Press, prints 4 to 24 pages, 8 columns, 12 ems, length of page 21 to 23½ inches.

Scott Four Deck Two Page Wide Press, prints 4 to 32 pages, 7 or 8 columns to page, page length 23-9/16th inches. Can be shipped at once.

R. Hoe & Company Quadruple Press with color printing attachment, prints from 4 to 32 pages, 7 or 8 columns to page, sheet length 22¾ inches.

WALTER SCOTT & CO.
Plainfield, New Jersey
NEW YORK 1457 Broadway — CHICAGO 1441 Monadnock Block

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Cline-Westinghouse Double-Motor Drive with full automatic push button control.

The New York Times has ordered Cline-Westinghouse Double-Motor Drive with full automatic push button control for four of their new presses.

CLINE ELECTRIC MANF'G. CO CHICAGO — QUALITY NAME SERVICE FAME — CLINE WESTINGHOUSE

MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO — EASTERN OFFICE Marbridge Building Broadway at 34th Street NEW YORK

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

Wanted: To Buy,
twenty-four or thirty-two page Hoe, Goss or Scott newspaper press with dry matrix Stereotype equipment. High Point Enterprise, High Point, N. C.

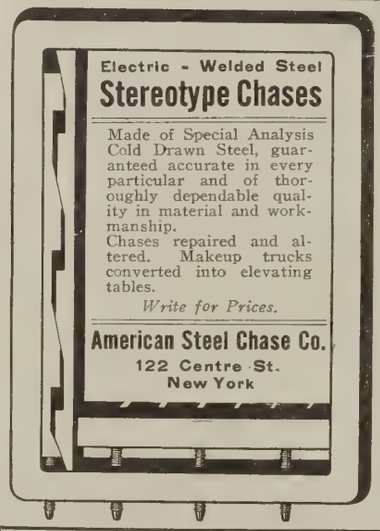
For Sale,
at half price. Six fonts linotype mats—8 point Old Style No. 1, with Antique No. 1. Double steam table with two gas fired boilers. News, Passaic, N. J.

For Sale—or Lease.
Fully equipped daily newspaper plant, ready to operate. Fifteen linotypes, monotype caster, Hoe and Goss Presses. All equipment in good condition. Located in Boston. J. H. Devlin, 309 Washington street, Boston, Mass.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century



Just Out—New Issue of
"LISTINGS"

Contains details of nearly 200 newspapers. Thirty-four states are represented. Papers requiring from a few hundred dollars investment up to those needing more than a half-million to handle. We have some big papers in New York, Pennsylvania, Ohio, Indiana and Illinois as well as other states. If you want a newspaper anywhere regardless of the size, send for "LISTINGS," it's free. WE specialize in personal service and if you do not find the paper you want in our publication we can negotiate the purchase of any particular paper you want and at no charge to you. Write us regarding this matter.

MORE PAPERS WANTED
Publishers will find this a good time to sell. List with us. Same will be handled quietly and quickly. When requested, we do not publish details in "LISTINGS," but same are offered only to clients able to handle and who are seeking for such papers. Write us for details of our confidential plan.

PROMOTION WORK
Can take on a few more papers soon wanting advertising or circulation promotion. Experienced men, tried and proven plans and hard work will enable us to secure you results no matter how hard the conditions may be.

PUBLISHERS' SERVICE BUREAU
(Established 1916)
119 N. Bowman Street Mansfield, Ohio.
Owned and Managed by Experienced NEWSPAPER MEN.

Printers' Outfitters
Printing Plants and business bought an sold. American Typefounders' products, print ers' and bookbinders' machinery of every de scription. Conner, Fendler & Co., 96 Beekma St., New York City.

GOSS
"COMET"

To its hundreds of users, the Comet Newspaper Press is more than a clever piece of machinery — it is an almost human helpmeet—a sturdy soldier, fighting their daily battle against *time*—time the common enemy of every newspaper pressroom.

It prints and folds 3,500 four, six or eight-page papers per hour, and makes a wonderfully workmanlike job of it.

Send for circular and list of users.

The GOSS PRINTING PRESS CO
1535 S. Paulina St. Chicago

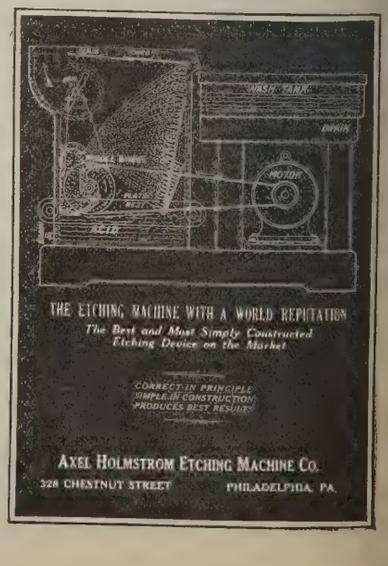
R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First—Progress Always

We always carry a full line of Press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET
NEW YORK CITY
No. 7 Water Street Boston, Mass. — Tribune Building Chicago, Illinois



Introduction to Employer and Employee

SITUATIONS WANTED

c A WORD for advertisements under this classification. Cash with order. For ose unemployed one insertion (adv. not to ceed 50 words) FREE.

ivertising Man
, married, 12 years' experience. An adver- ing salesman with initiative, has made good the New York advertising. Wishes con- ction with publication in or near New York ty. An interview will undoubtedly convince u of my ability. Excellent references. 783, Editor & Publisher.

ivertising Representative
eks position with publication of merit in w York City. Age 28. Four years selling perience on National and Local Publications. oderate salary or drawing account. Address x B-781, Editor and Publisher.

culation Manager
shes to change position. 40 years of age. rried. Twenty-two years' experience. Fif- n years in executive positions. Best refer- es from present and past employers. Ad- ess B-802, Editor & Publisher.

ssified Manager
n of ripe experience, now employed, seeks ger field. Is competent and will produce salary or drawing account for Republican wspaper. Answer today. Build up your ssified this year. B-785, Editor & Publisher.

ssified Manager
ears' experience in city of twenty thousand sires immediate connection in middle west or st coast. Can furnish references from pres- employers. My methods have been suc- sful; figures to prove. Salary forty per week il ability is proven. Address Box B-790, itor & Publisher.

itor,
y reader, or special writer available; speedy d accurate; university graduate; eleven rs' newspaper experience, including service some of nation's leading papers; no objec- n to small city if conditions are right. 798, Editor & Publisher.

itor-Manager.
n years' successful record towns up to 60,- , now employed, seeks change. Fine refer- es. Address B-746, Editor & Publisher.

itor and Manager.
er 20 years' experience on large and small lies, managing editor of leading paper in n of 120,000 seeks post as editor and man- r of small daily. Has record as news and siness executive along with a practical work- knowledge of costs, mechanical and cir- ation difficulties, etc. My present salary is 00 and bonus. Divided control makes nge now, or in early fall, desirable. Refer- es the best. Here is an unusual chance for e publisher to shift his burdens onto an torial and news expert who is 40, clean ng, married and who grew up within the se of a press and with a typewriter for a . Address Box B-743, Editor & Publisher.

perienced Writer
New York City seeks assignments for free ce work. Demonstrated ability in news- er and magazine writing. Box H. H., 26 42d Street.

duate
Missouri University School of Journalism h reportorial experience desires position on l staff of Southern or Eastern newspaper. erences. Address Box B-787, Editor & lisher. Clippings furnished.

naging Editor.
Years in city of 200,000, now employed on of largest metropolitan dailies, desires to nge. References. Address B-762, care tor & Publisher.

vspaper Business Executive
n over twenty years' successful experience, metropolitan and provincial, immediately ilable, preferring metropolitan location and manency. Excellent record and references. 38, Editor & Publisher.

SITUATIONS WANTED

Newspaper Composing Room Foreman.
Through consolidation one of the highest-class men in the business will be available soon; efficiency expert, keen executive, maximum producer; (union), just under 40. East preferred but will consider any location if inducements warrant. Address B-788, Editor & Publisher.

Pacific Coast.
Editor and manager, successful experience in news and business ends, available August 1 for southwest or Pacific coast job. Either department or both on small paper. References. Communications strictly confidential. Address B-797, Editor & Publisher.

Sketch Artist and Cartoonist
having experience on New York daily wishes to connect with a large daily near New York. Can cover assignments and do comics as well. B-787, Editor & Publisher.

Telegraph Editor.
Thoroughly experienced copyreader, headwriter and makeup open for job August 1. Steady, married. Best of references. Address B-791, Editor & Publisher.

This Dependable Producer of Revenue and Prestige
will increase the advertising and strengthen the good-will of some western newspaper whose lineage is not keeping pace with its opportunities. He is backed by a record of successful solutions of newspapers' selling problems in local and foreign lineage and in metropolitan and small city fields. A capable executive and departmental organizer and a proven salesman of exceptional ability. 30 years old and married. You will find a highly satisfactory profit in him at $250 to $300 per month. Partnership dissolution releasing him in near future. For complete facts and his credentials just address a note to B-794, Editor & Publisher.

Wanted—
Young man who has had six years' experience managing small dailies and weeklies desires change. Can do anything in the shop. At present am running a job office in town of 25,000. Desires change about July 1st or later. Write B-745, Editor & Publisher.

Wanted
Position by circulation manager who knows Promotion and Circulation. Give your circulation manager charge of department and cooperation and you will get results. Member I. C. M. A. Want permanent position. Will make good or fire myself. Write full particulars first letter. What salary, etc. Available after July 4th. B-801, Editor & Publisher.

Young Newspaperman
Aged 25, eight years all-around reporting and desk experience on small dailies of middle-west, is seeking position with future on live daily in live city of west or southwest. College education, prolific writer. Available about August first. B-795, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Afternoon Paper,
One of oldest in Indiana, city of 5,000, summer resort town, good equipment, under same management for 60 years, for sale or lease. Competition stiff. Circulation slightly run down but can quickly be recuperated. Good reasons. Capable man with little money and lots of ambition can make mighty good. Will consider partner with unquestionable references. Or big offer to man to take charge of plant. Wonderful opportunity for right man. Address B-784, care Editor & Publisher.

For Sale.
Pacific Coast newspaper business doing annual turnover of $130,000 in growing city. Or will sell half interest to good business manager. Salary $5,000. Do not reply unless financed. Answer Box B-789, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Manager
on only daily in good Kansas town of 12,000 with great possibilities of development. Salary and commission on increase if desired. Address B-786, Editor & Publisher.

Advertising Manager
who can write copy and sell country merchants. Must be able to sell special pages. Five thousand city; paper has no competition and reaches nearly every house in wide trade territory. Thirty-five dollars to start. Position now open. News-Journal, Wilmington, Ohio.

Advertising Solicitor
who has the ability to write copy and who can sell our newspaper as an advertising medium to hard headed business men. There is a future on this newspaper for a live congenial man. Box B-796, Editor & Publisher.

Circulation Manager
wanted for the only daily Catholic newspaper in the United States to build up the national circulation. Good opportunity. Address daily American Tribune, Dubuque, Iowa.

Classified Salesman
For new department, some experience, ability to plug, thorough belief in classified prime essentials. Basic salary $25.00. Very generous commission on new contracts and lineage increase. Start immediately. State experience. Send photo or description. Do it now. Box B-797, Editor & Publisher.

Managing Editor
California—want experienced man who can point to achievements in producing clean, interesting, attractive newspaper. State desired salary and when could come. B-779, care Editor & Publisher.

Proof Reader Wanted
for Columbia Missourian, a 6-8 page daily produced by School of Journalism, University of Missouri, and circulated as general newspaper in city and county. Will consider only the highest type of proof reader; one who can help us improve. Columbia is ideal home town, the educational center of Missouri. Give qualifications and salary expected. Columbia Missourian, Columbia, Missouri.

CONVICTION SET ASIDE

Editor of Michigan Weekly Was Accused of Publishing Obscene Matter

Swift Lathers, editor of the Mears (Mich.) News, unique weekly publication, won a victory in the Michigan Supreme Court which set aside his conviction of having published and circulated obscene literature. The Circuit Court judge had directed the jury to return a verdict of guilty, and the Supreme Court held that the case should have been left entirely to the jury.

Lathers acted as his own attorney in both courts. He held that he did not know that the literature was obscene, and that his life's training had made it impossible for him to associate anything with the impure. The jokes in question related to Fatty Arbuckle and were printed in only a few copies, the editor said, at the request of a friend to whom he owed the favor. He admitted that the copies were labeled "Extra Wild."

The complaint was made by George Fuller, a prominent Mears resident, whom Lathers has since defeated for public office twice. It is doubtful if the case will be retried.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 225 Fifth Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Unusual Opportunities

Daily & Weekly NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York

Established 1910

WE CONNECT THE WIRES

FEATURE WRITER—young, experienced. Would go from city editorship in Middle-West to broader field. Employer writes: "Seldom have I employed a man whose writings of features sound such a deep, yet easily understandable note. His ability as news gatherer and writer make him an asset to any daily." College graduate. Our No. 906.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

STARR SERVICE CORPS

Pierre C. Starr

Furnishes successful practices and co-operative systems pertaining to any phase of

NEWSPAPER MANAGEMENT AND DEVELOPMENT

Increasing Advertising Earnings, Circulation, Etc.

Service limited to daily newspapers with not less than 15,000 circulation.

STARR SERVICE CORPS
Upbuilders of Newspapers
42d St. & B'way New York City

STUDENTS HEAR ELLSWORTH

mer Brooklyn Newspaper Man Says Accuracy Is Vital

Richard C. Ellsworth, secretary of St. vrence University and a former mem- of the staff of the Brooklyn Eagle, ressed the Press Club at Syracuse versity one evening recently, on "Ac- acy in the News." The Press Club omposed of students in the Depart- t of Journalism.

Mr. Ellsworth emphasized to the pros- ive journalists the necessity for ac- acy in every article which goes before eyes of the public. Not only accuracy names and dates, he said, for this is the first thing which a newspaper man must learn, but accuracy in interpreting motives and undercurrents in human nature which give rise to the biggest stories which ornament the daily paper.

"The American newspaper is honest, it exercises precision, care and conformity to truth. But there are little discrepancies which creep into the news which should be avoided. The problem of excluding these mistakes and fallacies is what faces you students of journalism. Make the motto which that premier newspaper man, Charles Dana, of the New York Sun, placed at the head of his paper, 'If you see it in the Sun, it's so,' apply also to every bit of news which you write."

MEET ON FRIDAY, THE 13TH

Oregon Editors Who Do Not Attend Will Be Unlucky

The Oregon State Editorial Association will convene for its annual summer convention at Hood River on Friday, July 13, which will be an unlucky day for those who don't go.

The editors will be guests of the Hood River American Legion Post on its annual climb of Mount Hood. Another notable feature will be the annual banquet at the Columbia Gorge Hotel, one of the famous hostelries of the Northwest, located on Columbia Highway, 70 miles from Portland, the nearest city of any great size. At this banquet J. Adam Bede, Chautauqua lecturer and humorist and former member of congress from Minnesota, will be the principal speaker. Congressman Nick Sinnot of Oregon will be another speaker.

The convention will discuss a proposal to urge discontinuance of the official voters' pamphlet, published by the State of Oregon, and the use instead of newspaper advertising space for the printing of information now carried in the pamphlet.

New Weekly in St. John

The Maritime Family Herald, a weekly, has been established in St. John, N. B. Copies of famous paintings are being given away with subscriptions.

KESSLER

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

THEM DAYS IS GONE FOREVER
By Al Posen
The only comic strip written in rhyme and set to music.
UNITED FEATURE SYNDICATE
NORRIS A. HUSE, *General Manager*
World Building New York

Thomas W. Briggs Company
Headquarters
Memphis, Tenn.
We serve Publishers in U. S. and Canada
Write for particulars of our
Permanent Weekly Business Review Page

NEA NEA
NEA FICTION
holds Summer circulation. This is part of
NEA FULL SERVICE
Write for Samples and Rates
NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

WHILE President Harding's recent charge, that a large percentage of audiences, when the national anthem was sung, merely "mumbled the words," is fresh in the minds of the newspaper reading public a good feature story may be obtained. The Little Rock Engineers' Club is planning to test whether the "Star Spangled Banner" for choral purposes is beyond the range of the average male voice. One faction of the club maintained that the anthem was beyond the vocal power of the average male. Some insisted that the President's criticism was unwarranted for the reason that "very few Americans can achieve the rocket's red glare bar of the song without injuring their vocal cords." At the next meeting of the club the anthem will be sung before judges. Has any organization or society in your town discussed this feature? Perhaps you could encourage it and help promote such a test for a corking feature story. M. W. Taggart, Daily News, Little Rock, Arkansas.

What were the first industries in which your now prominent business men engaged? How many are in the same field in which they started? How many have changed? Why did they change? What were their first salaries? An eastern paper got a good story on this.—G. Harris, Danzberger, Hartsdale, N. Y.

The Lansing State Journal is organizing the "State Journal Peter Rabbit Club," for the children of the city between the ages of seven and ten years. A coupon is printed each day in the Journal as follows:

State Journal Peter Rabbit Club

I promise to protect all the dumb creatures who do good in the world and to be a loyal member of the Peter Rabbit club.

Name .....

Parent's Name .....

Birthday—Day ..... Mo. .... Year ....

Address .....

Send to: Peter Rabbit, The State Journal, Lansing, Mich.

Buttons and membership cards are to be furnished the children who join, and meetings will be held. The object of the organization, aside from creating interest in the paper, particularly in the animal stories for children (which are a regular feature in the Journal) is to teach the children the value of our wild creatures and to impress on their minds the fact that nearly all living things are of some benefit in the world and should be protected. The response on the part of the children was immediate, and before the first edition carrying a story of the new club had been off the press two hours one little lad had mailed his application for membership.—Cyril E. Lamb, 309 Ballard street, Ypsilanti, Mich.

The Florida Times-Union is running a feature that is attracting wide attention, especially among the schools and those interested in education. It is run under a two-column box head entitled "School Service and Home Education. How to Get the Greatest Value from the News of the Day." It occupies about half a column in length, and is classed under sub-heads, as follows: History, civics and economics, dealing with the legislative proceedings, both of state, country and local government, and phases of economic questions which should be commonly known; political issues; the Near East, or any topic of world-wide interest; English, under which head journalism is considered; general questions, dealing with geographic locations, historical allusions and general news of the day. The schools are adopting this method of teaching the news value, devoting a period each day to it. It has resulted in an increase in circulation, and an added appreciation of the newspaper.—Mrs. N. V. B. Horn, Sebring, Fla.

Under the caption "Is This Your Automobile," The Galveston (Texas) Daily News is publishing three or four times a week a picture of an automobile standing on a street in Galveston taken by the News staff photographer. The picture is taken showing the number plate of the automobile, and the owner is asked to call at the News office and identify the car. To every owner who identifies his car is presented some automobile accessory free of charge, this being presented by some dealer who is cooperating with the News in this publicity campaign. The News gives an order for the accessory and the motorist goes to the dealer and gets the accessory.—J. E. King, 311 N. Edgefield Ave., Dallas, Texas.

Is there a horseshoe pitching organization under way in your city or state? "Barnyard golf," as this pastime has been dubbed, is really a gentle art, when played by bankers, lawyers, doctors, etc., one newspaper reporter found out when he attended a meeting of a state convention of horseshoe pitchers and wrote a yarn that carried a two-column head on Page 1 in a Sunday morning paper in a town of 65,000. The reporter was under the impression that all the pastime required was two stakes, four horseshoes and much wind. But he found out different and wrote a whale of a feature yarn.—M. W. Taggart, Daily News, Little Rock, Arkansas.

What is the healthiest job locally, judging by the local death statistics? Compare the local statistics and see if farmers live longer than clerks and mechanics, etc. If a study of death statistics for the past one or two years was made some very interesting information along this line could be secured and this could be made into a splendid story.—Frank H. Williams, 1920 Spy Run Ave., Fort Wayne, Ind.

The Jackson (O.) Herald Standard-Journal has been looking up some of Jackson County's native sons now engaged in newspaper work throughout the country and finds a surprisingly large list of prominent workers. The editor says the hunch is a good one. Among the workers turned out by Jackson County are: Strickland Gillilan, humorist; Arthur S. Hoffman, editor Adventure; J. H. Williams, editor Fostoria (O.) Gazette; Ben Ames Williams, novelist; William Holcomb, New York newspaper contributor; Walter Evans, managing editor Billboard; Peyton Edwards, cartoonist; Truman Varian, Detroit Free Press; Thomas Emmett Moore, Cincinnati Enquirer; E. A. Bingham, Denver; Chester Brown, Nyack (N. Y.) Journal; Clyde Brown, New York, and J. H. Webb, Plain Dealer, Cleveland.

"Celebrities I Have Met"
by
JOE MITCHELL CHAPPLE
who has personally met and talked with more famous men and women than any other living man.
A Daily Series of Intimate Stories
about people whose names are household words.
WIRE US FOR SAMPLES AND PARTICULARS
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

"Ma
A Comic Classi
in a daily strip. Furnished by
C-V Newspaper Service,
350 Madison Ave., New York

WIRE NEWS
For Evening and Sunday Newspaper
International News Service
21 Spruce St., New York

BROOKLYN STANDARD UNI
has joined us for
SMILES
THE INTERNATIONAL SYNDIC
213 Guilford Ave., Baltimore, Md.

The Pittsburgh Po
A newspaper of char ter, integrity and ent prise which has earn the confidence of the p ple of the world's great industrial district.
DAILY and SUNDAY

THIS ISSUE: JAIL, DUELS, BOMBS, FATE OF EUROPE'S EDITORS

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday

[Copyright, 1923, by the Editor & Publisher Company, James Wright Brown, president and Editor.]

Vol. 56. No. 7 NEW YORK, JULY 14, 1923 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

Well Introduced Is Half Sold

The reputation of merchandise must be carefully safeguarded. A good reputation once lost can hardly be regained.

Merchandise introduced into the Chicago market through the pages of The Chicago Daily News is assured not only the *attention* of the great majority of financially competent buyers in Chicago and its suburbs, but also of the *interest* and *confidence* that its readers extend to The Daily News itself. This interest and confidence induce *buying action.*

That The Chicago Daily News is the advertising directory and guide of the great majority of Chicago buyers is proved by the fact that The Daily News, year after year, carries a greater volume of advertising than any other Chicago daily newspaper.

For example, here are the figures for the first five months of 1923:

TOTAL VOLUME OF DISPLAY ADVERTISING PRINTED IN CHICAGO DAILY NEWSPAPERS FROM JANUARY 1 TO MAY 31, 1923

	LINES	COMPARISON LINES
The Chicago Daily News	6,486,237	6,486,237
The Daily Tribune	5,007,614	5,007,614
The American	4,108,823	
The Daily Herald-Examiner	2,016,087	
The Post	2,033,254	
The Journal	1,902,089	
The Daily News' excess over the next highest score, that of the daily Tribune		1,478,623

Success in this market is in no small degree a matter of being introduced and sponsored by

THE CHICAGO DAILY NEWS

First in Chicago

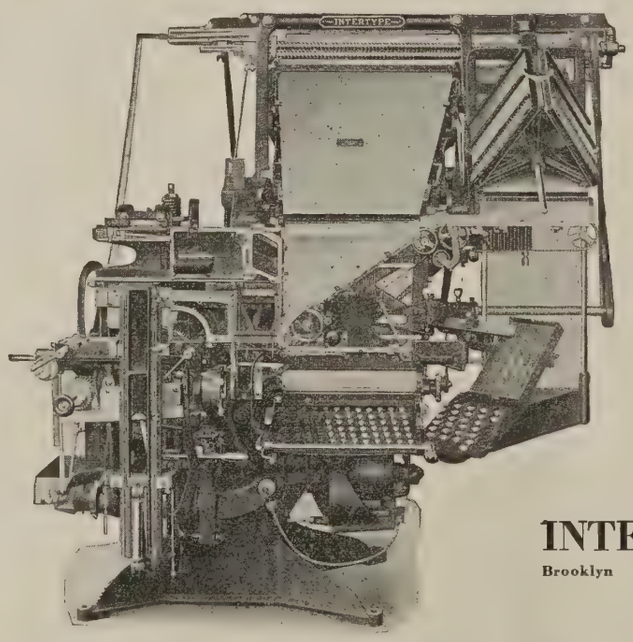
No Standardized Intertype Has Ever Become Obsolete

There are two methods of bringing out improvements in a machine.

One is to bring out a "new model" which embodies the new features. This method tends to decrease the value of outstanding machines which do not have the improvements, sometimes making them practically obsolete over night.

The other method is to standardize the improvements and make them applicable to outstanding machines. This is the Intertype way.

Intertype Improvements are always Standardized and thus made applicable to outstanding Standardized Intertypes of all models



The latest example is the Intertype Standardized Side Magazine Unit No. 2, carrying three quick-change side magazines for large display faces up to full width 36-point bold and 60-point bold condensed caps, and for accents, special characters, overhanging advertising figures, etc. This unit is easily applied to any model of Standardized Intertype, new or outstanding.

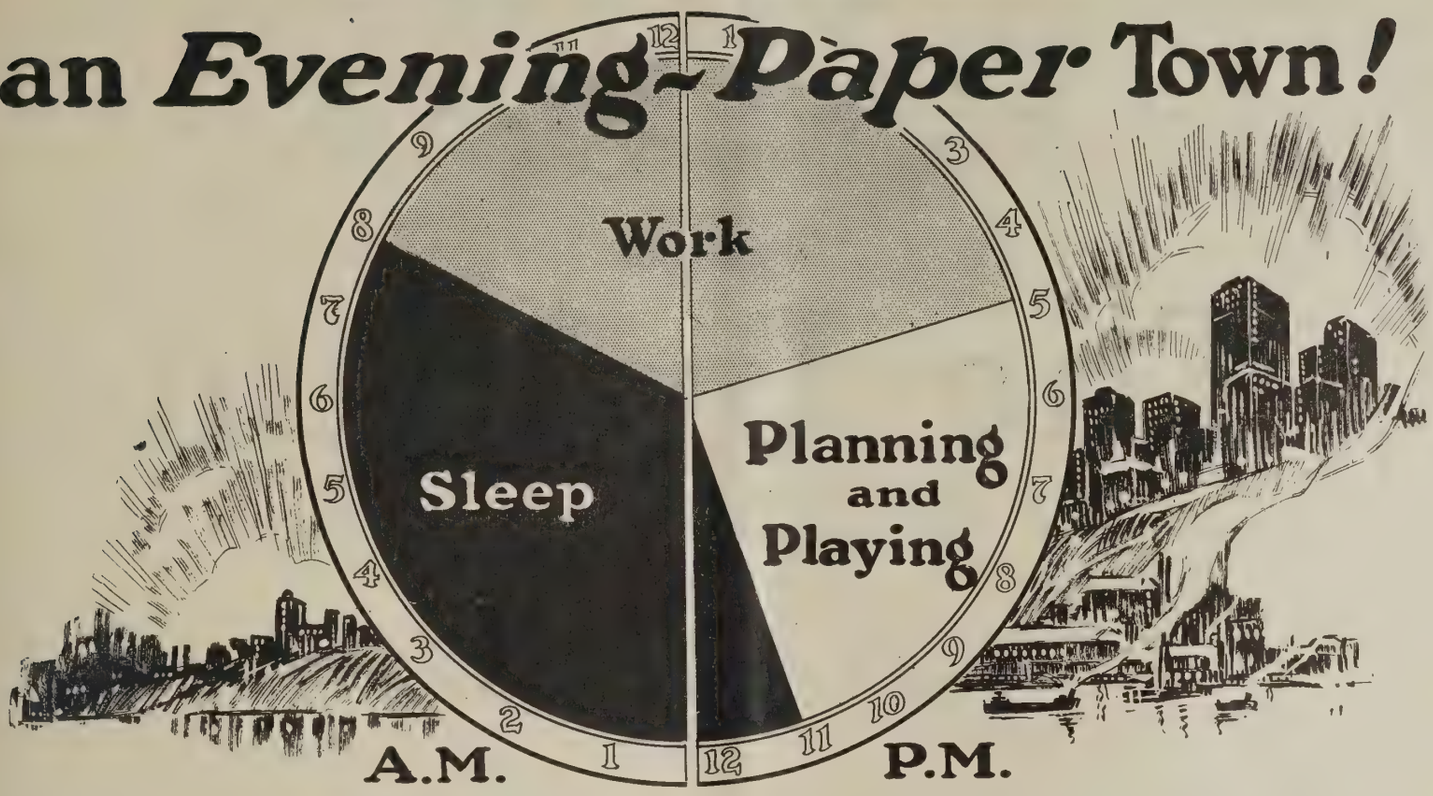
INTERTYPE CORPORATION

Brooklyn Boston Chicago Memphis San Francisco Los Angeles

INTERTYPE

This advertisement was set throughout on an Intertype, including the 36-point display, in the Intertype Bodoni Series.

Cleveland-
an *Evening-Paper* Town!



Cleveland is an EVENING-paper Town because Cleveland people can't read newspapers while they're asleep and won't read them while they're at work.

After the day's work is over, when "Dad's Home!", is the time-o'-day when Cleveland families do their newspaper-reading. Only at this time is the family all together and ALL FREE to read the news and advertisements; to consider and DECIDE their next day's buying.

According to their respective Publishers' Statements, Cleveland's four daily newspapers had a combined daily average of 374,775 CITY circulation for the six months ending March 31, 1923.

253,378 of this was EVENING paper circulation and 121,397 was MORNING paper circulation. SIXTY-EIGHT per cent of this CITY circulation was EVENING and 32% was MORNING paper circulation.

Cleveland had 20,000 LESS (total) MORNING newspaper circulation on April 1, 1923, than it had SIX YEARS AGO, on April 1, 1917!

The PRESS, 189,397, an EVENING newspaper, has the largest circulation of any daily newspaper in the State of Ohio.

The PRESS has 150,207 CITY circulation—which is 46,730 MORE CITY circulation than that of any other Cleveland EVENING daily paper and 42,886 MORE CITY circulation than that of any other Cleveland MORNING daily paper.

The PRESS has 150,207 CITY circulation—which is FORTY PER CENT of all the CITY circulation of ALL Cleveland daily papers, morning and evening, COMBINED.

The PRESS has 150,207 CITY circulation—which is 59.22 per cent of all the EVENING-paper CITY circulation there is in Cleveland!

Cleveland is an EVENING-paper Town, the PRESS is its favorite newspaper and Cleveland's leading contact between ANY-class advertising and EVERY-class home!

The Press
First in Cleveland

A SCRIPPS-HOWARD NEWSPAPER

National Representatives: **ALLIED NEWSPAPERS, Inc.** Chicago, Cleveland, Cincinnati St. Louis, Atlanta, San Francisco

52 Vanderbilt Ave., New York

New York Office of

The Bulletin

PHILADELPHIA'S NEWSPAPER

will be located in the

Park-Lexington Building
46th Street and Park Avenue

beginning August 1st, 1923

Staff
Frank Pita
John H. McMurtrie
Joseph W. Simpson

Total Circulation of This Issue: 7,000

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 56 NEW YORK, SATURDAY, JULY 14, 1923 No. 7

JAIL, DUELS, BOMBS, FATE OF EUROPE'S EDITORS

Journalism on the Continent Is a Far, Far More Exciting and Dangerous Pastime Than Covering a Shelby Prizefight or a Prohibition Raid Over Here

By OTIS PEABODY SWIFT

EDITORIAL NOTE.—Even among newspaper men the way in which news is gathered for the cables is little understood. Mr. Swift has served as a member of the foreign staffs of the Chicago Tribune and the New York Tribune. In the last year crisis-chasing has carried him into twenty countries. Returning from Europe after two and one-half years as a swing-man, he is now cable editor of the United News and is located in New York City. This is the fifth of a series of articles on covering Europe.

IN MERRY EUROPE, when "A Constant Reader" does not like the editor's morning editorial, he does not write a vitriolic letter to "The People's Voice."

He is far more apt to challenge the editor to an immediate duel or, if really provoked, go around and put a bomb under the printing press.

Being an editor in Europe is a serious business these days. The Yankee reporter, looking over the foreign fields, is glad to remain a simple "newspaperman" without any of the swank attached to being a European "journalist."

Ireland, of course, offers the greatest excitement to the young man desirous of a hectic newspaper career. No matter what the Irish editor prints, someone will promptly bomb him for it. Constant vigilance—and a bomb proof dugout for a press room—is the price of getting out an Irish newspaper.

For example, Sir Robert Baird's Belfast Telegraph is guarded day and night against attacks. There is a single stairway leading up from the advertising office in the Telegraph's Queen street building to the editorial floor above. Ascending this dark stairway, the visitor notes two brawny plain-clothes men, lounging nonchalantly on the landing. Their hip pockets bulge suggestively. The bulge isn't hootch, either.

It is disconcerting to walk up that stairway, with the husky guards eyeing your inoffensive back.

It is still more disconcerting to visit the Telegraph when this front entrance is closed. You must go into a back street and knock at a steel-studded door. The door opens a crack, showing a heavy chain guarding it against a sudden rush. After careful questioning you are admitted, to find that the armored door has behind it enough bolts for a Bank of England vault.

Whenever things become really hot in Belfast, military sentries, with business-like looking carbines, are posted at the doors. They are needed. Editorial opinion, in Ireland, had best be backed up with guns.

In the South the editor leads a still more exciting life. The Dublin man, who recently took on a bit of job printing in the shape of an I. R. A. proclamation, got quick returns. Three masked men entered his office, pushed revolvers in his face, and planted time bombs full of high explosives under his presses. He fled while linotypes, presses and type cases soared skywards.

The Cork Examiner staff get their share of fun. Someone is always shooting at them, seizing their office, or mailing them assorted bombs. Yes, it's a great life.

THE GREAT GERMAN NEWSPAPERS, despite the post-war difficulties of lack of supplies, are still carrying on. Staffs have been cut, and the men who remain in the game are badly underpaid. Many of them eke out their scanty wages by doing odd newspaper jobs for the American and English correspondents in Berlin. If they can get the rich foreigners to assign them to two or three jobs a week, at perhaps a dollar an assignment, they feel themselves in the millionaire class.

They meet heavy competition from the Russians in Berlin, however. The German capital is full of Russians. Among these destitute refugees are many journalists, men who were editors, managing editors, book and dramatic critics of great Russian dailies the pre-war circulation of which hit the million mark. Today these men, many of whom write as brilliantly in English as in Russian, are hunting for assignments. The supply of trained journalists outruns the demand, and competition is bitter.

The one field in which Germany continues to expand is in the news syndicate. Germany, it must be remembered, is still rich in comparison with Austria, Poland or Hungary. She cannot afford to send men into England or France, and gets her Western Europe news largely from clippings, but she can cover Mid-Europe with an excellent wire service. One great German syndicate has staff men in Moscow, Prague, Vienna, Budapest Bucharest, Belgrade, Agram, and Athens.

The German editor's bugaboo is that whenever he prints something the Government does not like, the Government promptly makes him suspend publication for a period of from two days to several weeks.

This is annoying, but not fatal. For example, the editor of the Socialist Rote Fahne (Red Flag) of Berlin, was ordered by the government to suspend publication for two weeks as a result of some anti-government news printed.

For a day the Berliner Rote Fahne disappeared from the stands.

Another day, and the Charlottenburg Rote Fahne appeared. Charlottenburg, you see, is the Brooklyn of Berlin, and its Rote Fahne naturally had nothing to do with the cruel dictates imposed on the Berlin paper.

PRAGUE EDITORS are suffering from another evil. They are afflicted with prosperity. Czecho-Slovak money is rapidly improving in value. In fact it is becoming so valuable that Germany, Poland and Austria cannot afford to buy advertising space in Prague papers. As a result several great Prague journals have reached a point of prosperity where they can hardly get any advertising at all. If they get any more prosperous, they will have to go out of business.

Austrian newspapers have been hardest hit. Before the war they circulated throughout the great Austro-Hungarian Empire. Now their field is limited to Austria's six million people. Their circulations have disappeared. They cannot get advertising, for Austria cannot buy. Their reporters are glad to get the equivalent of $8 a week. Their editors are getting $10 or $12.

When in Vienna, I attended a reception given at Schonnbrunn, the former palace of Emperor Franz Joseph. Distinguished Austrian newspaper men were present, men who had been editors and directors of great newspaper organizations that once led the world in progressive methods of journalism. They still managed the skeletons of their once famous organizations. But they themselves were desperately poor, whitefaced and undernourished, and dressed in shabby relics of gentility.

When these newspaper men draw their weekly salaries they have to bring a hand bag to the office to carry home the bundles of paper currency. No, it is not a joke. Several Vienna newspapers send trucks to the Mint weekly to draw their payrolls. But the tons of paper money are practically worthless.

I dropped in to see the editor of a big wire service on a Friday afternoon. He was figuring out his payroll, a monumental affair that ran into the hundreds of millions. He said that his bi-weekly payroll took three days to compute, in view of the then rapidly-shifting money values.

"I can only pay three-quarters of my staff this week," he said. "The others must wait until next Wednesday when the Mint will have printed enough money to pay them."

IT IS IN THE BALKANS that the editor has the gayest time. Here his life is a sequence of duels fought with dissatisfied subscribers. When he is not fighting duels he is battling with the censor.

Balkan governments keep official censors in every newspaper office as part of the regular staff. When the forms have been made up, the page proofs are brought over to the censor's corner. He slashes right and left, killing everything that he does not like.

If some crisis is brewing, and the government wishes to suppress much of the news, the editor's censored paper may contain nothing more than the weather report, the Paris fashion page, and the day's installment of the serial story.

The front page is nice, blank white paper.

But the government does not like this. White paper suggests that the government has in some way been interfering with the publication of news. Therefore several Balkan governments order the editors to keep nature notes, science notes, and syndicate feature stories standing on the galleys, ready to be dumped into whatever holes the censor may leave.

A Greek editor was recently fined heavily because he refused to insert some neutral nature-fake copy in the empty place whence the censor had extracted his leading editorial.

Being fined is a routine occurrence in the editor's life. So is being imprisoned. The governments are always dumping the opposition editor into jail. In fact no man can call himself a journalist in the Balkans until he has served a prison sentence.

An amusing sidelight on this occurred during the Greek revolution. The moment the revolution succeeded, the rebels opened all the jails. The next day the editorial staff of every Athens paper, except one, was supplanted by former editors, copy readers and reporters who had been occupying the prisons.

European newspapers enter more viciously into the political arena than do American papers. They call names and sling mud in a fashion that astounds the American. But when prison sentences fail to suppress the editor's venomous pen, the opposition can always murder him. In Southeast Europe assassination of virulent editors is frequently resorted to. The leading Athens daily has lost two editors thus in the past seven years.

One of the problems now facing the Greek press is what to do with its refugee editors. When the Turks entered Smyrna, the Greek newspaper men left, hurriedly. Owners, editors, reporters, all departed en masse. They had reason to.

Today there are still 25 Greek journalist refugee editors in Athens. They are highly trained men, all of them speaking either English or French, all of them with long records of newspaper service in the Near East. They have organized a newspaper club, and live together in one refugee hut, receiving their food through an American relief organization. None of them have been able to find employment in the restricted Greek field.

A survey of the European field seems to indicate that the U. S. A. offers the calmest future to the ambitious newspaper man.

INGOMAR ASKS A QUESTION

Don't blame the boy. He can't help it because he has been at it so long that asking foolish questions about simple subjects has become a habit with him.

We don't know whether it's Ingomar's questions, the replies of emphatic Dad or the unusual reporting of John Wilberforce Peabody that makes this one of the outstanding contributions on things-as-they-should-not-be.

The next is as good as those that have been published before, which naturally means that you cannot afford to miss

EDITOR & PUBLISHER NEXT WEEK

NEW YORK IS ALL SET TO ENTERTAIN NATIONAL EDITORIAL ASSOCIATION

Busy Week Planned for Visiting Editors After Their Tour of State—Inspection of Tribune Plant Scheduled—Headquarters at Pennsylvania Hotel

SEVEN YEARS AGO the National Editorial Association went to New York City for its annual convention. This year the members have taken the whole of New York State for their itinerary, and on Friday, July 20, (their convention meetings at Saratoga Springs being ended) they will be in the metropolis again as the grand climax of their tour, which began July 8 when the party left Chicago for Buffalo.

With pleasant memories of visits to such places as the Thousand Islands, Niagara Falls, Lake Placid, and Saratoga Springs, the convention party will arrive at the 42nd street pier and go in taxis to the Pennsylvania Hotel, which will be its headquarters. From that time on the editors will begin to enjoy the fruit of the labors of John Clyde Oswald, of the American Printer, New York, their president in 1913, who has been tremendously energetic as chairman of the New York entertainment committee, ably backed up by his news editor, Earl H. Emmons.

When the N. E. A. was in New York before the entertainment included an inspection of the plant of the New York Times whose romance of millions was told the other week in EDITOR AND PUBLISHER, a visit to the Pulitzer School of Journalism at Columbia University, a trip to the Country Life Press, the plant of Doubleday, Page & Company, a swim at Coney Island, a view of Manhattan Island, a visit to the Brooklyn Navy Yard and the Mergenthaler Linotype Company, a day in New Jersey as guests of the Long Branch Chamber of Commerce, a theatre party to see "The Birth of a Nation," and a trip to the American Type Founders Company.

Following, in brief, is what has been planned on this visit.

It will be too late to do anything on Friday, the day of the party's arrival, but on Saturday the fun will begin with a visit to New Jersey, which will include an automobile tour of Newark, Passaic, and Hackensack, after a lunch on the liner George Washington. On that day it will also be possible to visit the Leviathan, which by that time will have returned from her maiden trip to Europe.

As a rest from sightseeing, Sunday will be spent quietly, and although most of New York's preachers will be away on their vacations, it will be possible to attend a few of the famous Metropolitan churches.

On Monday the wonder world of New York will unfold in earnest, and the outstanding events of the week will comprise a civic welcome by Mayor Hylan; visits to the grave of William Bradford, the first printer and publisher of New York and Philadelphia; the Stock Exchange; the historic Fraunces Tavern; the new home of the New York Tribune; the stadium of City College to hear the Philharmonic Orchestra; the Mergenthaler Linotype Company in Brooklyn; Coney Island, in company with Brooklyn publishers; Brooklyn Navy Yard and New York Harbor; the Winter Garden as guests of the Shuberts; and, finally, a glorious day in Westchester County. Two important addresses will be given: the first on "Wall Street and its Relation to the Public" at the Stock Exchange; the second on "Publishing a Metropolitan Newspaper" at the New York Tribune.

The detailed program follows:

FRIDAY, JULY 20

Leave Saratoga for Albany. Sail down Hudson to Newburgh; drive over new Storm King Highway to West Point, where boat will be taken for New York City.

SATURDAY, JULY 21

Leave the Pennsylvania Hotel by Hudson Tubes for New Jersey. Visit to Colgate Soap Works; to the big fight arena where the Dempsey-Carpentier battle was staged; to the oldest Dutch colonial house in America; to the Standard Oil Works; automobile ride along the Hudson boulevard; luncheon on board President Harding's ship, the *George Washington*, in Hoboken.

In the afternoon an automobile tour of Newark, Passaic, Paterson and Hackensack; a visit to Columbia Amusement Park; an automobile ride along the Palisades to the Palisades Park, where an extensive entertainment program will be provided. The editors also will visit the *Leviathan*, and the day's activities will close with a banquet in the evening, given by the New Jersey editors and the United States Shipping Board.

SUNDAY, JULY 22

Day of rest. Visits to Church, Metropolitan Museum, etc. Individual trips may be made to Oyster Bay with visit to Roosevelt's grave. Trains leave Pennsylvania Station at 9.00, 10.12, 11.15 a. m., and 1.55 and 3.04 p. m., railroad time. About five hours should be allowed for the trip.

MONDAY, JULY 23

10.00 a. m.—Reception at the New York City Hall. Addresses by His Honor Mayor Hylan and other city officials. A visit to Trinity Church, Broadway and Wall street. Placing a wreath upon the grave of William Bradford, the first printer and publisher of New York and Philadelphia. Fifteen minute service in Trinity Church, with address by Rev. W. B. Kinkaid, Senior Curate.

12.30 p. m.—Luncheon at the Bankers Club on the 40th floor of the Equitable Building, 120 Broadway, with Frank L. Blanchard, Director of Public Relations for H. L. Doherty & Company, as host.

2.30 p. m.—Visit to the New York Stock Exchange, Wall and Broad streets, New York. After a few minutes in the galleries overlooking the pit, the party will adjourn to the Governor's room on sixth floor, where they will meet the president of the Exchange, Seymour Cromwell, and the director of publicity, Jason Westerfield, who will tell them something about "Wall Street and Its Relation to the Public." Following this there will be a visit to Fraunces' Tavern, Broad and Beaver streets, to Battery Park and the Aquarium.

4.30 p. m.—Visit to the new home of the New York Tribune, 225 West Fortieth street, between Seventh and Eighth avenues. Address by Howard Davis, vice-president and business manager, on "Publishing a Metropolitan Newspaper." Tea will be served, after which the delegates will be conducted in small parties through the Tribune Building, which is the last word in equipment for present day daily newspaper publishing.

7.15 p. m.—Trip by Fifth avenue busses, starting from Hotel Pennsylvania to the stadium of the College of the City of New York, One Hundred and Thirty-eighth street and Amsterdam avenue. There will be a specially arranged concert of music by American composers rendered by the Philharmonic Orchestra, under the direction of William van Hoogstraten, conductor.

TUESDAY, JULY 24

9.30 a. m.—Busses will start from the hotel for a tour of the lower East Side, visiting the Jewish and Italian quarters, then over the East River Bridge to the factory of the Mergenthaler Linotype Company in Brooklyn. Luncheon at the factory, with inspection in small groups.

2.30 p. m.—Start from factory for a trip through Brooklyn to Coney Island; visit to Brighton Beach for swim and inspection of new boardwalk.

7.30 p. m.—Dinner and vaudeville show at Hotel Shelbourne. Then tour of Luna Park.

WEDNESDAY, JULY 25

9.30 a. m.—Start by boat from foot of West Thirty-fourth street for a trip down the North River. Off the Battery there will be an exhibition drill by the Fire Patrol boats. Then to the Brooklyn Navy Yard.

12.30 p. m.—Luncheon in the Marine Roof Garden of the Hotel Bossert, Brooklyn, overlooking New York Harbor, as guests of the Intertype Corporation. Brooklyn publishers invited.

2.30 p. m.—Trip across New York Harbor, passing Governors Island, the Statue of Liberty, Ellis Island, etc., to the Communipaw Station of the Central Railroad of New Jersey, where at 4.00 o'clock a train will be taken to the plant of the American Type Founders Company. Inspection of the Typographical Library and Museum, and the processes of type making. Refreshments at 6.00 p. m.

6.45 p. m.—Central Railroad of New Jersey special train for New York, via Twenty-third Street Ferry.

8.15 p. m.—Theatre Party at Winter Garden, Broadway and Fiftieth street, as guests of Lee and J. J. Shubert. Tickets will be distributed on the boat.

THURSDAY, JULY 26

9.30 a. m.—Leave Hotel Pennsylvania for day in Westchester County. Banquet in the evening at the Westchester Biltmore Hotel.

LEGION WINS LIBEL SUIT

Former Editor of Illinois Staats-Zeitung Found Guilty

Arthur Lorenz, former editor of the Illinois Staats-Zeitung, German language newspaper, was found guilty of criminal libel by a Chicago jury after 30 minutes' deliberation. He faces punishment of one year in the county jail or a fine of $500, or both.

Lorenz was convicted of writing an editorial published in the German newspaper in December, 1921, which attacked the personnel of the American Legion and termed them "rums," "vagabonds" and "tramps." A motion for a new trial entered by Lorenz's attorney was set by the judge for a hearing July 21.

Detroit Ad Firm Moves

The Localized Advertising Corporation, Detroit, specialists in national sales-promotion campaigns and pictorial sales literature, has moved into the Free Press Photogravure Building, 200 East Atwater street, where it occupies the entire second floor of the main building.

Hearst Syracuse Price Cut

Hearst's Syracuse papers have announced a combination price which is a cut of eight cents a week on the Syracuse Telegram (daily) and the Sunday American. Formerly the price by the week was 28 cents, the same as though the papers were purchased individually from newsboys.

Newspapers Used by Typographers

S. Willens & Co., typographers of Philadelphia, who specialize in work for the advertising agencies, are running an educational campaign in the local papers, pointing out to advertisers the importance of type and layout in the execution of advertisements and booklets.

Foreign Language Papers Unite

The Swedish, Dutch and German papers of Salt Lake City have been consolidated for the purposes of economy. Adam L. Peterson has been appointed business manager, and several familiar with the three languages will be retained as editors.

Boys' Week in Hagerstown

The Hagerstown (Md.) Herald-Mail conducted a Boys' Week campaign and election of a boy mayor and councilmen, in connection with John L. Hurley, former California newspaper man, now Hagerstown manager of Community Service, Inc. Richard O. Shafer was "boys' editor" for the Herald.

Sells Press Box for Benefit

For the benefit of the James Whitcomb Riley Memorial Hospital, the Indianapolis Star offered its press box at the Indianapolis American Association baseball park for sale to the highest bidder at a recent game. The project netted $100.

20,000 Children in Pageant

Twenty thousand boys and girls participated in the huge pageant opening Denver's first official Play Day, conducted in the city's largest park June 23 by the Rocky Mountain News and Denver Times.

Lions Club Prints the Paper

The Lions' Club of Atchison, Kan., published the Atchison Globe July 9.

N. Y. PRESS ASS'N HIT SPACE GRABBERS

Publishers Must Adopt the Frenc Slogan, "They Shall Not Pass," Says Blossom, Re-elected President

Meeting at Buffalo July 7, the Ne York Press Association re-elected Pres dent Peter A. Blossom after he h sounded the keynote of the publishe convention in an address in which he d clared that the time had come to clo newspaper columns to "space grabbers

Other officers elected were: vice-pres dents, John W. Baker, Ithaca Journ News; M. V. Atwood, Groton Journ Courier; Henri M. Hall, Jamestown Jou nal; E. M. Perkins, Le Roy Gazet News; Thomas J. Blain, Port Chest Item; field secretary, J. W. Shaw, E mira; recording secretary and treasure Elias Vair, Waterloo News; executiv committee, F. A. Merriam, Mount Verno Argus; F. C. Parsons, Cortland Dem crat; Frank L. Rogers, Gloversvil Leader-Republican; E. E. Conrath, Cub Patriot; F. C. Bickers, Fredonia Censo

"We have got to adopt the slogan the French at the Marne (with regard t space grabbers) and say, 'They Shall N Pass,'" declared President Blossom. "W have got to recognize just what it mean to give away the only thing we have t sell. Too many publishers have continue to use thinly disguised advertising in thei news columns because they think it i easily obtained copy.

"We must adopt new standards an new business methods which will rais the whole plane of newspaper publicatio in New York State. When we do tha we will make the public as a whole realiz that the newspaper is one of the greates assets any community can have. The ed itor then will become a man whose advic will be sought just as that of the banke is today.

"Editors must take an increased interes in government. Our profession has single representative in the State Assem bly. It should have 10 or 12."

Prof. Bristow Adams of Cornell, wh spoke at a dinner of the association an of the Associated Dailies of New Yor State, was caustic in his criticism o present-day headlines. He said:

"The screaming eight-column head i hangover from the war. In many case it is entirely out of place. Huge head are used on trivial items. It is time w got back to normalcy and judged head lines upon the merit of the stories t which they relate."

That there is a place for a newspape woman in every publication's office wa the opinion expressed by Mrs. Philip Huntington, of Sea Cliffe, L. I. She said

"A woman can do more than write so ciety. She can give the woman's view point, which is invaluable in shaping the policy of the newspaper which seeks to serve."

"The power of the New York press is unlimited if you all work together," said Senator Seabury Mastick, owner of the Pleasantville Journal. "Most editors of weeklies are individualists and have not pulled together in the past the way they should have."

Values Album at $1,000

An Album which he values at $1,000 was received by Lou E. Holland, president of the A. A. C. W., as an official invitation from John Cheshire, president of the Thirty Club of London, to attend the 1924 convention of the Associated Advertising Clubs of the World. The Album contains more than a hundred pictures.

Oregon Woman Has Old Paper

A copy of "The New England Weekly Journal," published at Boston in 1728 by S. Kneeland and T. Green, is the property of Mrs. J. A. Stambaugh, of Wells, Ore., to whom it was given by her father during the Civil War. It has been preserved under glass in a frame.

S. N. P. A. PROTESTS CANADA PULP EMBARGO

White Sulphur Springs Convention Also Attacks U. S. Postal Rates—Newmyer, of New Orleans Item, Elected to Succeed President Stewart—Made Honorary Member

By ARTHUR T. ROBB, Jr.

(By Telegraph to EDITOR & PUBLISHER)

WHITE SULPHUR SPRINGS, W. Va., July 11.—With its organization complete to the last committee members for the coming year, the 21st annual convention of the Southern Newspaper Publishers' Association ended its three-day session at the Greenbrier Hotel here this afternoon. Though slightly below the expected attendance mark, the convention was marked by extraordinary expedition and by the volume and importance of the topics covered and acted upon, chief of which were the following:

1—Decision to renew the campaign of "Sell It South" advertising, dropped during the past year, and assessing members according to their volume of circulation to pay expenses of the campaign.

2—Establishing of a complete and definite policy on agency relations, disapproving commissions to direct advertisers or to non-recognized agencies, and urging reduction of the spread between local and foreign advertising rates.

3—Clarification of the association's relations with the Georgia-Alabama Business College, whose school for training printers has received association support for the past three years.

4—Request that the American Secretary of State protest to Canada against the possible prohibition by the Dominion of export of pulp wood cut from private and freehold lands.

5—Urging conservation of news print paper and establishing a system of gathering information that will assist members to that end.

6—Pledging S. N. P. A. co-operation with other publishers bodies in securing reduction of postal rates.

7—Initiation of steps to bring members' editorial executives into closer contact with the association.

8—Completion of the association's pledged $50,000 fund for endowing the all-southern school of journalism at Washington and Lee University.

9—Urging members to co-operate with railroad traffic organizations in their cities to prevent unjust increases in rates on news print and printed papers.

Not to be listed among the above, perhaps, but not less important was the adoption of President Charles I. Stewart's suggestion that officers be elected early in the meeting so that the new Administration might organize before adjournment.

Arthur G. Newmyer, associate publisher of the New Orleans Item, thereupon was elected president on motion of the nomination committee, and Walter C. Johnson, Chattanooga News, was re-elected secretary-treasurer.

Directors were chosen as follows:

Alabama—Victor H. Hanson, News, Birmingham.

Arkansas—Elmer E. Clark, Democrat, Little Rock.

Florida—W. A. Elliott, Times-Union, Jacksonville.

Georgia—Clark Howell, Jr., Constitution, Atlanta.

Kentucky—Harry Giovannoli, Leader, Lexington.

Louisiana—Robert Ewing, Daily States, New Orleans.

Mississippi—Frederick Sullens, News, Jackson.

North Carolina—H. Galt Braxton, Free Press, Kinston.

Oklahoma—E. K. Gaylord, Oklahoma, Oklahoma City.

South Carolina—George R. Koester, Piedmont, Greenville.

Tennessee—Maj. E. B. Stahlman, Banner, Nashville.

Virginia—Allen Potts, News-Leader, Richmond.

Texas—Roy Watson, Post, Houston.

West Virginia—W. Guy Tetrick, Exponent, Clarksburg.

Mrs. F. T. Raiford, Selma Times, declined nomination as Alabama's director and requested that Mr. Hanson's name be substituted.

The West Virginia delegation, appearing for the first time at an S. N. P. A. meeting, named Mr. Tetrick as their director and the convention accepted their recommendation.

Other West Virginians joining the S. N. P. A. at the meeting, marking a new Northward extension of its scope, were: J. H. Long, Huntington Advertiser; J. J. Devine, Clarksburg Telegram; Robert Smith, Charleston Gazette; David Gideon, Huntington Dispatch.

President-elect Newmyer, immediately after his election, canvassed the membership for cabinet timber and before the end of the Tuesday session announced that his slate was complete. Victor H. Hanson, Birmingham News and Montgomery Advertiser, is the new chairman of the board of directors, succeeding the incoming president.

Edgar M. Foster, Nashville Banner, was named general chairman of the business office committees, and Maj. John S. Cohen, Atlanta Journal, chairman of the news and legislative committees. Maj. Cohen is also chairman of the committee on the Washington & Lee School of Journalism, his associates being M. E. Foster of the Houston Chronicle and L. K. Nicholson of the New Orleans Times-Picayune.

Maj. E. B. Stahlman, Nashville Banner, was prevailed upon to serve as chairman of the committee on traffic, his interest and depth of information on all phases of that subject being evidenced throughout the meeting. Associated with him are: Col. Robert Ewing, New Orleans States; Urey Woodson, Owensboro Messenger, E. B. Jeffress, Greensboro (N. C.) News, and John A. Brice, Atlanta Journal.

Following a long executive session, from which all but S. N. P. A. members were excluded, the dispute over the association's policy on training printers was referred to a committee of which Mr. Woodson was named chairman. Others on this committee are: M. E. Foster, Houston Chronicle; Col. Ewing, Allen Potts, Richmond News-Leader, and Harry Giovannoli, Lexington Leader.

During the debate on the printing school, which centered around the desire of some members to withdraw the S. N. P. A. support from the school maintained for the past three years at Macon, Ga., several resolutions were presented but not voted upon. Some members urged that the association support other printing schools in addition to the Macon institution, but the decision was left with the committee, which was authorized to enter into a new contract with the Macon school, looking toward continuation of the financial support of the S. N. P. A. at the expiration of the current contract, October 1, 1923. This committee will also investigate the claims of other schools for association indorsement and funds.

Tuesday night was spent by the new board of directors in perfecting sub-committees for main departments, which were announced at the concluding session by President Newmeyer, who declared that the running start afforded by the early election had permitted accomplishment of two months' work in four hours. The sub-committees for the several divisions were named as follows:

News and Legislative (committee members)—C. A. Fell, Birmingham News; W. T. Sittington, Little Rock Democrat; Oscar Johnson, Tampa Tribune, Georgia; John Paschall, Atlanta Journal; Brainard Platt, Louisville Courier-Journal; Clark Salmon, New Orleans Item; Fred Sullens, Jackson News; A. S. Stockton, Greensboro News; W. M. Harrison, Oklahoma City Oklahoman; Bryan Bell, Columbia State; Wiley Morgan, Knoxville Sentinel; R. D. Ford, Richmond Times-Dispatch; J. M. North, Fort Worth Star-Telegram; J. H. Long, Huntington Advertiser.

Business Department, Labor and Advertising—General Chairman, Edgar M. Foster, Nashville Banner.

Business office, sub-chairman, Charles Allen, Montgomery Advertiser; J. N. Heiskel, Little Rock Gazette; R. A. Reeder, Miami News-Metropolis; John Brice, Atlanta Journal; W. W. Stouffer, Louisville Post; John D. Ewing, Shreveport Times; Thomas St. John, Hattiesburg American; W. C. Dowd, Charlotte News; C. A. Looney, Muskogee Times-Democrat; W. W. Holland, Spartanburg Herald and Journal; E. M. Slack, Johnson City Staff; P. R. Fishburn, Roanoke Times; J. R. Mapes, Beaumont Enterprise; David Gideon, Huntington Herald-Dispatch.

Labor, sub-chairman, J. W. Bowen, Birmingham Age-Herald; Park M. Walker, Fort Smith Southwest American; Lew Brown, St. Petersburg Independent; W. T. Anderson, Macon Telegraph; C. F. Gladfelter, Louisville Herald; C. P. Manship, Baton Rouge State Times; T. M. Hederman, Jackson Clarion-Ledger; E. B. Jefferess, Greensboro News; J. R. Bixby, Muskogee Phoenix; F. C. Withers, Columbia State; W. M. Clements, Knoxville Journal-Tribune; C. P. Hasbreck, Richmond Times-Dispatch; G. J. Palmer, Texas Labor Commissioner; J. H. Long, Huntington Advertiser.

Advertising, sub-chairman, J. E. Chappel, Birmingham News; Elmer E. Clark, Little Rock Democrat; W. A. Elliott, Jacksonville Times-Union; Clark Howell, Jr., Atlanta Constitution; E. Levi, Louisville Courier-Journal; L. K. Nicholson, New Orleans Times-Picayune; Fred Sullens, Jackson News; Rufus Shore, Winston-Salem Sentinel; E. K. Gaylord, Oklahoma City Oklahoman; George R. Koehler, Greenville Piedmont; C. P. J. Mooney, Memphis Commercial-Appeal; M. K. Duerson, Lynchburg News and Advance; M. E. Foster, Houston Chronicle; J. J. Devine, Clarksburg Telegram.

Raising of the last $12,000 needed to complete the Association's pledge of $50,000 for the Washington and Lee School of Journalism at Lexington, Va., followed an outline of the plan by President Smith of the University, and a report of the Fund's State by Chairman John S. Cohen of the S. N. P. A. committee. President Smith paid a stirring tribute to Gen. Robert E. Lee as the foremost educator of the last half century and to his far-seeing plans for development of the University which bears his name, with that of George Washington.

Maj. Cohen's report that the treasury held pledges of $38,000 from about one-seventh of the South's newspapers was accompanied by a suggestion that the remainder be raised on the floor of the meeting.

P. T. Dodge, president of the International Paper Company and the Mergenthaler Linotype Company, started the subscription with a pledge of $2,000. It later developed that Mr. Dodge was born on July 11, and that his generosity was partly in celebration of that event. His subscription was quickly followed by other members and visitors, many of whom had previously contributed substantial sums. The pledges received at the meeting totalled $13,000, and were given as follows:

J. H. Long, Huntington Advertiser, $500; Major George L. Berry, I. P. P. and A. U., $1,000; M. Gottesmann, Hudson Trading Company, $200; Frederick W. Hume, National Publishers Association, $500; Arthur T. Robb, Jr., EDITOR AND PUBLISHER, $200; George Katz, (personal), $1,000; Fred Bott, Mergenthaler Linotype Company, $100; M. K. Duerson, Lynchburg News, $500; Col. Robert Ewing, New Orleans States, $500; Clark Howell, Jr., $500; Major John S. Cohen, Atlanta Journal, $500; Manor B. Stahlman, Nashville Banner, $500; Robert Smith, Charleston, W. Va., Gazette, $500; J. N. Heiskell, Little Rock Gazette, $500; John M. Branham (personal), $500; J. N. Dwire, Winston-Salem Sentinel, $300; J. N. Dwire (personal), $300; L. K. Nicholson, New Orleans Times Picayune, $500; Arthur G. Newmyer (personal), $500; H. R. Swartz, President Intertype Corporation, $500; Harris Lindsay (personal), $100; Allen Potts, Richmond News Leader, $500; Victor H. Hanson, Birmingham News, $500; W. S. Copeland, Newport News Times Press, $250; C. P. Hasbrook, Richmond Times Dispatch, $500; M. Booth Lewis, Clifton Forge Review, $75; J. P. Fishburn, Roanoke World News, $500.

Another feature of the concluding session was an address by Maj. George Berry, president of the International Printing Pressmen's & Assistant's Union on the work that his organization is doing to make better workmen and to promote a better basis of understanding between employer and employee. Maj. Berry recalled that the pressmen were the only one of the five international unions which had international arbitration relations with the A. N. P. A. and declared that his organization was committed to the belief that a proposition by either union or publisher affecting the cost of production of a newspaper which did not take into full consideration the rights of the other party was immoral.

He outlined the history of the school for pressmen conducted by the union at the pressmen's home in Tennessee, and invited the S. N. P. A. to meet there or to send a delegation to the pressmen's convention with a view of inspecting the school's work. Invested in this activity was $1,500,000 of union funds, he said, and the union was now considering the establishment of five zone schools to spread the plan. In this, he declared, the co-operation of the A. N. P. A. had been solicited and the union directors were hoping for favorable action by the publishers. No men are now on strike or locked out among the 57,000 members of the I. P. P. & A. U., and no serious trouble which might eventuate in strike was known to him, Mr. Berry declared.

Another plan now under consideration was the formation of a field force of expert pressmen to co-operate with and advise publishers on pressroom problems.

Welfare of apprentices was also being assured by a new triplicate registration of boys learning the trade, whereby their progress is the concern of local union, employer and international union. Quarterly examination of apprentices on their work is provided by the international union as well as a complete correspondence course of the technical details of presswork.

P. T. Dodge discussed the world paper situation and urged that American publishers be not too greatly dependent upon foreign sources for their supply of news-

EXTRA! BURGLARS GET ANDY GUMP'S $500

ARTHUR BIEHLER, Tonowanda, N. Y., is a strong supporter of Andy Gump. There's a reason. Burglars who recently entered the Biehler home, took with them a roll of handbills printed by the Buffalo Express, which runs the Gump cartoons. These bills were in the form of $500 currency, and in their haste the burglars mistook them for real money. That is how they came to overlook $300 in Uncle Sam's currency.

paper. He also talked briefly upon the work of the Mergenthaler Linotype Company in developing printers, stating that his firm had contributed machines valued at $500,000 without any compensation for instruction of operators.

Col. Robert Ewing reviewed the history of the American Publishers' Conference efforts to secure lower postal rates, and following a discussion in which leading parts were taken by Mr. Hume and Maj. Stahlman, the association passed a resolution pledging co-operation with the American Publishers' Conference in its efforts to adjust by reduction the second class postal rates.

Freight rates were before the meeting several times and the association's sentiment was summarized in this resolution:

"Whereas, continual efforts have been made by the railroads to increase the freight rates on news print paper by means of attempts to change the classification and by other means; and,

"Whereas, it is now proposed to accomplish this result through direct raises of from three cents to eight cents per 100 pounds from the mills to Southern and Southeastern points; and,

"Whereas, the traffic bureaus of several Southern and Southeastern cities have been vigilant in doing their part to prevent discrimination against their communities and doubtless are in touch with this most recent effort;

"Therefore, be it resolved that the Southern Newspaper Publishers Association condemns as unjustifiable this attempt to impose an additional burden, which would either operate to restrict the volume of general information or else force the public to pay more for its newspapers, the publishers not being able to absorb the entire additional cost; and,

"Be it further resolved, that this association instruct its traffic committee to co-operate with the traffic bureaus in endeavoring to prevent this unjust freight increase; and,

"Further be it resolved, that the president of this association shall, if necessary, instruct the traffic committee to appear before the Interstate Commerce Commission in Washington, placing the active support of the Southern newspapers squarely beside the work of the traffic bureaus of the South in this fight."

Express rates received more specific attention than the larger freight rates topic, the following resolution being adopted:

"Whereas, the rates established by the American Express Company on intrastate circulation of newspapers as compared with the rates authorized by the Interstate Commerce Commission on interstate circulation represent a manifest discrimination and injustice to the publishers of newspapers whose circulation consists mainly of intrastate business;

"Therefore be it resolved, that in all cases within the territory of the Southern Newspaper Publishers Association where an intrastate rate has been made by the express company at $1.00 per 100 pounds, regardless of distance, the newspapers of the various states represented in this association should take steps to have the $1.00 rate cancelled and a rate not exceeding 50 cents per 100 pounds established within the limits of their respective states. The association advises that this can be accomplished through application to the State Railway or Utility Commissions and such application should be promptly made."

Newsprint conservation was recommended and machinery for that purpose created by the following resolution drafted by Maj. Stahlman:

"Whereas, the enormous increase in the consumption of white paper may cause a material reduction of the surplus and invite an increased price on that account;

"Therefore, be it resolved, that the consumers of news print paper in this country should conserve the consumption of paper as far as possible and thus reduce the demand for paper and increase the surplus rather than to decrease it; and,

"Be it further resolved, that the secretary of the Southern Newspaper Publishers Association be authorized and instructed to get behind and keep in touch with this important situation, and that newspapers, members of this association, furnish the secretary with full information on the following subjects, to-wit;

"1.—The consumption of paper by months of each member during the year 19—, when conservation was being practiced, accompanied by a statement showing the average daily circulation, including Sunday during each month for the same period.

"2.—The consumption of white paper during the first six months of 1923 as compared with the first six months of the year when conservation was being practiced, accompanied by a statement showing the average daily circulation, including Sunday, for each month during said period.

"3.—That all members agree as far as possible to keep their consumption of paper for the remaining six months of 1923 within the limit of the same six months of the year 19— when conservation was being practiced.

"4.—That all members furnish to the secretary of the association full reports of their consumption of paper during the remaining months of the year 1923, accompanied by statements of their daily and Sunday average of circulation during said remaining period of 1923, and thereafter during the ensuing year of 1924, unless some action be previously taken which will obviate the necessity for having these reports made after January 1, 1924.

"Resolved further, that a copy of these resolutions be furnished to the American Newspaper Publishers Association, the American Publishers Conference, to the Inland Press Association, the New England Press Association and other like associations in the United States asking their co-operation in this work of conservation to the end that instead of a decrease of the surplus of paper on hand there may be a marked increase of said surplus, and thus remove the incentive for an increase of the price of white paper print."

Deceased members and friends of the associations were commemorated in the following resolution presented by the committee on memorials:

"The annual gatherings of this association have been the means of developing and cementing friendships which have drawn us together as a large family and our interests are not alone in the shop problems which are so important and which occupy a big part of our discussions but the personal touch is indeed one of the delightful features of our meetings. It is therefore with sorrow that when the roll is called each year there are those who fail to answer because the Divine Father in the natural course of events has called them to their heavenly reward.

"Our sympathy goes out to those members and their families in which death has stalked since last we met, but as we cast our eyes over the roster we feel that there is cause for thanksgiving that there are only five who will not answer the roll and who will not meet us in this company again.

"Be it resolved that the Southern Newspaper Publishers Association in convention assembled record its sorrow at the death of those who have passed beyond during the year and extend its sympathies to the families of the deceased. The necrology for 1922-23 is:

"A. F. Riff, Staunton, Va., News Leader; Mrs. W. W. Holland, the devoted wife of W. W. Holland, Spartanburg Herald and Journal; Miss Agnes Davis, the beautiful and accomplished daughter of John A. Davis, Albany Herald; Mrs. Julian Slack, the venerable mother of E. Munsey Slack, Johnson City Staff; John F. Redmond, managing editor of EDITOR AND PUBLISHER, and a consistent friend of this association."

The report of the agency committee was adopted without a dissenting vote and the policies it embodied were generally commended by the membership in private conversation.

No report was presented on labor, or on the association's co-operative advertising campaign. The latter, President Newmyer told the convention, will be vigorously prosecuted this year, under the direction of Edgar M. Foster of the Nashville Banner, the rate of assessment on members being based on their circulation. It is expected that $25,000 will cover all expenses.

Past President Stewart was elected an honorary member after passage of the following resolutions:

"Whereas, Mr. Charles I. Stewart, who, as a representative of the Lexington (Ky.) Herald, has been one of the most valued members of this association for several years, has now severed his newspaper connection and thus is no longer entitled, as such, to active membership in this association; and,

"Whereas, Mr. Stewart's services as president of this association and as a member of the board of directors and of various committees in previous years have been of the utmost worth to the members;

"Be it resolved, that this association deeply regrets the loss of Mr. Stewart as an active member, and looks forward to the time when he may again be active in the newspaper field, and a useful member of this organization."

Thanks of the association were expressed for the airplane news service of the Richmond News-Leader as follows:

"Whereas, the members of the Southern Newspaper publishers Association attending this convention have been the beneficiaries of the most unusual bit of enterprise on the part of the Richmond News-Leader which transported by airplane photographs and news reports of the convention to its publication office 170 miles away, then bringing its papers to White Sulphur Springs by airplane, distributed copies of the News-Leader to the members the same afternoon; and,

"Whereas, this is believed to be the first achievement of its kind in the history of Southern journalism,

"Be it resolved that this association congratulate Mr. John Stewart Bryan, publisher of the Richmond News-Leader, upon his enterprise and express its appreciation of his interest in and of the honor conferred upon the Southern Newspaper Publishers Association."

The Greenbrier Hotel was commended as follows:

"We the undersigned members of the committee on resolutions, recommend the adoption of the following:

"Resolved, that the Southern Newspaper Publishers Association in annual convention at the Greenbrier Hotel, extends to the management of the hotel expressions of appreciation of pleasant and efficient services rendered during the convention and for many additional courtesies of an extraordinary nature which contributed so greatly to the comfort and the pleasure of all."

The resolution adopted regarding the proposed Canadian embargo was as follows:

"Whereas, the Canadian Parliament on June 27, 1923, passed a resolution empowering the Dominion Government to make regulations prohibiting the export of pulpwood from freehold and privately owned timber lands; and,

"Whereas, the paper manufacturers of the United States have been obliged to import about 1,000,000 cords of pulpwood a year from the freehold lands of Canada, since their property rights in the timber on Crown Land leases were arbitrarily annulled by the Provinces of Ontario, Quebec and New Brunswick; and

"Whereas, the exercise of the power granted to the Dominion Government would at once advance the price of pulpwood in the United States towards war-time levels, would put scores of paper mills on our Northern borders out of business and deprive thousands of wage-earners of employment, and would increase the drain on the fast diminishing forest resources of the United States by over a million cords of pulpwood a year; and,

"Whereas, the increased cost of pulpwood would, on a conservative estimate, raise the price of news print paper at least $10 a ton, thus adding $25,000,000 a year to the paper bill of the publishers of this country;

"Now, therefore, be it resolved that the Southern Newspaper Publishers Association, in convention assembled, vigorously protest against the exercise of the power granted to the Dominion Government that would strike so vital a blow at the paper industry of the United States, and so seriously affect the newspaper publishers of the country; and,

"Be it further resolved that a copy of these resolutions be forwarded to the Secretary of State of the United States, with a request that he notify the Dominion Government that the exercise of the power granted to it would be followed by such far-reaching consequences and would so disastrously affect the paper manufacturing and publishing interests of the United States that it could only be regarded as an unfriendly act, inevitably bound to seriously disturb the cordial entente that has been so long maintained."

HIGHER STANDARDS FOR REPORTERS URGED UPON S. N. P. A.

President Stewart Calls News-Gathering Weakest Department of Southern Press and Places Blame Upon Publishers—Recommends Second Term Eligibility for President

STRENGTHENING of reporting staffs of Southern newspapers, now their weakest branch, was urged by President Charles I. Stewart in his annual report rendered to the S. N. P. A. shortly after the convention opened Monday. Standards of pay were criticised by Mr. Stewart, who declared that many publishers set a lower value on their reporters' work than on that of the mechanical staffs, and he urged comparative study of costs of these departments as one angle of an effort to correct the disproportion.

He also recommended that the president be elected early in the convention and that he be eligible for re-election to at least a second term. These changes, he said, would permit the incoming chief to perfect the outline of his organization before the convention adjourned, which he considered especially necessary under the 1922 plan of organization, and would also enable the officers to put well under way plans initiated during their first term.

He urged appointment of a committee to study the plan of organization adopted last year with a view to correcting any defects that may exist. Declining to pass final judgment on the idea, he pointed out the difficulty of securing general chairmen of the news, editorial and business departmentals who would assume responsibility for directing activities of all his sub-committees.

Referring to the work of the special committee on advertising agency relations, Mr. Stewart mentioned that the time is at hand for creation of machinery to determine more authoritatively than at present the status of the advertising agency. The idea of a license bureau, he said, had met with some favor as a means of clarifying the advertising field as the A. B. C. had clarified the circulation field.

He concluded by urging more general support by the membership of the association's activities and by expressing thanks to the directors who had been associated with him.

Mr. Stewart's recommendations, which followed prefatory statements that the association's members were enjoying good busniess and that the South was sharing in the business revival, were couched as follows:

"First, I recommend the election of officers as the first part of the program on the second day of the convention. Whoever is chosen as your president should have an opportunity while the membership is together, to frame at least the outline of his organization. Under the plan of organization adopted last year, it is very difficult, practically impossible, within any reasonable length of time, to make an organization with the right sort of personnel by correspondence. I consider that at least two months of the most valuable time of the association's year now ending, was lost in this effort.

"As I am not eligible to re-election to the presidency of the association, I can express what must have been the opinion of others who have served in this capacity, but who, for obvious reasons, could not speak, and that is, that the practice of this association in limiting the service of a president to one year is wrong.

"I do not advise the amendment of the constitution and by-laws to provide for for a two-year term, but I am convinced that, under ordinary circumstances, it is very much better for the association to re-elect for a second year the man who serves it satisfactorily for one year. My observation is that a man can accomplish very little as president of the organization in a single year; that a definite, constructive program cannot be much more than put under way within one year, and that the organization would be greatly strengthened by the practice of re-electing the president for at least a second term.

"I am not prepared to pass final judgment upon the new plan of organization adopted a year ago. It has advantages as well as disadvantages. Its advantage is in providing the opportunity for ample representation of the membership in the committee organization, but my experience is that it is difficult to get, as general chairman of the business or news and editorial departments, a man who will assume responsibility for the direction of the activities of all the committees in his department.

"I feel, however, that the plan has not had a fair trial this year and that it can be given a fair trial only by the election of the president sufficiently early in the convention for him to make his organization while the membership is together.

"I suggest that the succeeding administration be authorized to appoint a special committee to consider the plan of organization and to advise such changes as it may find desirable.

"Some effort has been during the past year to have this organization make

(Continued on page 30)

THEY ARE ALL IN THE DAY'S NEWS

It was a great convention. The Richmond News-Leader helped put pep into the gathering of the S. N. P. A. by making air delivery in record time. Above we have the News-Leader crew.

Frederic W. Hume, of the National Publishers' Association, and Maj. George L. Berry (right), president of the Pressmen's Union, talked things over.

And everybody (below) voted White Sulphur Springs the kind of a place that a convention place should be.

Peeved. H. I. Phillips, once a Globe trotter and now an Evening World star that shines, feels very uncertain these days. A couple of years ago he was a job hunter. Now two leading metropolitan newspaper publishers are fighting over him. The suit of the Associated Newspapers to take him from the Evening World is scheduled for next Wednesday.

VIRGINIA PRESS ELECTS SCARBOROUGH HEAD

Association Condemns Printing Competition from State Prison; Editors Write Editorials for Hosts' Papers

Paul Scarborough, editor of the Tidewater News, Franklin, was elected president of the Virginia Press Association at its 35th annual convention in Newport News, July 5-6-7. He succeeds M. T. Harrison, editor of the Bedford Democrat.

James C. Latimer, Richmond, was re-elected secretary-treasurer. A. B. Sharpe, Richmond, was chosen chaplain.

New members were elected as follows: Harry C. Wallace, Appalachia Independent; W. Martin Wyant, Appomattox Times-Virginian; R. P. Anderson, Alexandria Gazette; William B. Smith, Danville News; Harry Tucker, Richmond Times-Dispatch; J. E. Cook, Valley Virginian, Waynesboro; Carter W. Wormeley, director of the State Bureau of Publicity.

A convention feature was an interesting and humorous talk by Richard F. Beirne, editor of the Covington Virginian, on "Observations of a Newspaper Man in France." Mr. Beirne served as a major of heavy artillery overseas.

Ralph L. Dombrower, who started as a cub reporter in Richmond a few years ago and is now head of the Dombrower Advertising Agency in that city, read an instructive paper on "Getting Along With the Advertiser."

A report that the State Penitentiary is entering the commercial field and taking much work from citizen printers at greatly reduced prices came in for considerable discussion with the result that resolutions were adopted voicing the association's disapproval of the practice. A letter was read from Gov. Trinkle in which he sought to justify the practice on the ground that the State's penal institutions have as their aim the training of inmates in lines that will afford them employment after they leave prison.

A committee was appointed to draft a code of ethics for Virginia editors.

During the sessions, the visiting editors contributed editorials to the Newport News, Times-Herald and Daily Press, afternoon and morning papers, and thus enabled W. Scott Copeland, editor of those papers, to devote practically his entire time to the role of host.

The social end of the program included a boat ride in Hampton Roads, a trip to Yorktown, and an outing on Buckroe Beach.

DISTRICT ADS CLEAN

Better Business Bureau Finds Most Errors Unintentional

The surprisingly small number of erroneous or false statements found in 249 advertisements appearing in Washington newspapers and scrutinized by Frank R. Black, acting director of the Better Business Bureau, has convinced him that advertising in the national capital on the whole is cleaner than in most other cities employing better business bureaus.

Much of the misrepresentation which appeared in the Washington advertisements, Mr. Black found, was due to "confusion in the use of material and trade terms."

Page of News Fashion Display

The Cleveland Sunday News-Leader, in its roto section, June 16, printed a page of a hundred well-dressed women snapped on the street. "See if you are in here" was the suggestion. The pictures displayed more fashionable apparel worn by different types of women than any fashion journal could depict in a long while.

Print Shop Has New Face

Barnhart Bros. & Spindler, Chicago printers, announce their removal to new quarters at 829-31 South State street.

AD COMES IN BY RADIO

THE WICHITA (Kan.) BEACON has received its first order by radio for advertising.

Charles Claus of the advertising department of the Beacon was agreeably surprised to get an order by radio for space in the ensuing Sunday's Beacon from the president of the Wichita Business College, Cliff Hunt, who was out of the city on a business trip.

Mr. Hunt sent out the order broadcast and it was picked up by George Puls of Wichita, and given to Mr. Claus of the Beacon.

N. Y. CORRESPONDENTS ELECT

Briggs, Chicago Daily News, Succeeds President Allison

The Correspondents' Club of New York, comprising New York representatives of the larger newspapers of the country outside the Metropolis, meeting at the Waldorf-Astoria, July 6, elected as president George C. Briggs, Chicago Daily News, to succeed James Allison, Cincinnati Times-Star, who has held the office two years.

Others elected were: vice-president, F. B. Owen, Montreal Gazette, Toronto Gazette, Toronto Globe; secretary, Philip Stitt, Milwaukee Journal; treasurer, L. A. Horne, Jr., Cleveland Plain Dealer; executive board, L. L. Stevenson, Detroit News; Raymond Carroll, Philadelphia Public Ledger; Perley Boone, Chicago Tribune.

U. S. MAY RETALIATE

Tariff Act Studied in Relation to Canada Pulp Embargo

Newsprint manufacturers and publishers interested in paper and pulp mills in Canada have filed a protest with the State Department against the proposed embargo on the exportation of all wood pulp from the Dominion.

The Tariff Commission already has taken steps to see if relief for the situation may be obtained under the Tariff act, by looking into Paragraph 401 of the law which provides for duty on logs of fir, spruce, cedar and western hemlock of $1 per thousand board feet under certain conditions. Investigation of the Canadian proposal will be undertaken by the lumber division of the commission.

Printing Craftsmen Banquet

More than 150 attended the recent banquet of the Connecticut Valley Club of Printing House Craftsmen at Hotel Cooley, Springfield, Mass. Charles B. Porter as toastmaster introduced the club's president, John J. White, and among the evening's speakers was H. S. Plumb, president of the Humana Company of Newark, makers of the Klymax feeder. The Le Roy orchestra, made up entirely of printers, played.

Edit Orphans' Reunion Paper

Printers and newspaper men who were former pupils at the Ohio Soldiers and Sailors Orphans' Home in Xenia, Ohio, issued the issue of the Home Weekly during the annual reunion of former pupils on July 6. Isaac W. Thrasher of Newport, Ky., now head of the proof room of the Methodist Book concern, Cincinnati, and O. H. LeFevre, Springfield Daily News, were in charge.

New Drinking Cup Ads

A new sanitary drinking cup has appeared in the newspapers—the Burt Cup. Half of the space, running into 150 lines, is devoted to illustration, the aim of the copy and illustration being evidently to create the impression of class.

Sign Account for Tolins

The Tolins Company, Philadelphia, has secured the advertising account of the Utility Art Sign Company, Philadelphia.

STEVE O'GRADY DRIFTS BEYOND THE BAR

Old-Time Newspaper Man Who Worked in Offices from Coast to Coast Dies in Los Angeles Hospital

Steve O'Grady is dead.

Veteran feature writer and reporter of the old school, publicity man for theatrical productions, and general all-around newspaper man, expired in a hospital in Los Angeles July 2. He was 46 years old.

Steve was known in metropolitan newspaper offices from coast to coast.

Born at Marshall, Tex., and taken at an early age to Kansas City, Kansas, by his parents, he drifted into newspaper work on the old Kansas City Times.

Becoming tired of Kansas City, he drifted to St. Louis, and from thence East, touching Cincinnati, Louisville, Philadelphia, New York and other towns.

His work as column conductor on the old St. Louis Republic at one time attracted wide attention. He also did good work for the New York Tribune and the Philadelphia North American.

Henry W. Savage got him interested in the theatrical game and for a time he left newspaper work. He was advance man for Savage's "Parsifal," "Mme. Butterfly," and also Innes' Band.

It was while with "Mme. Butterfly" that Steve achieved his crowning theatrical achievement. Going into Butte, Mont., during a printer's strike, he leased a job printing shop and published the Daily Butterfly for a week.

Going back West five or six years ago, Steve went to work for the Kansas City Post. He then jumped to the Kansas City Star, but soon drifted Eastward. In the Summer of 1921 he went to work for the Topeka Capital. About a year ago he went to Fort Worth, to the Record, and then to New Orleans.

His last big job was the Ku Klux Klan hearing at Bastrop for the Times-Picayune.

Steve's favorite way of quitting a position in the East was to suddenly jump up from his desk and declare: "Boys, I'm getting homesick; I'm going back to old K. C."

While recovering from a severe illness in St. Joseph's Hospital at Kansas City a year ago, he wrote a feature article for the Star on "What I found at the Doors of Death," giving his sensations while conscious of the fact that he had been given up to die. He also wrote a series of historical articles for the Star.

Steve never got so far from Kansas City to forget to call that town "home."

TEXAS GIRL WRITERS MEET

Prizes Are Awarded for Best Articles Published During Year

The Texas Woman's Press Association held its 30th annual meeting in Waco, with more than 150 present. It was decided that a room will be furnished at the association in the Woman's Building at the University of Texas at Austin, which will be occupied by the girl who is awarded the T. W. C. A. scholarship. The scholarship for next year was awarded to Miss Minnie Carpenter of San Benito, who thus will be able to continue her studies in journalism at the university.

It was announced that all the yearbooks of the Texas Woman's Press Association have been bound in permanent form and presented to the library of the University of Texas for the use of students in the School of Journalism.

Mrs. Mamie Downard Peck of Corsicana, chairman of the literary committee announced awards of prizes for the best articles submitted during the year as follows:

For the best short story, $5 donated by Mrs. Fred B. Robinson, Waco, won by Mrs. M. Cumming Dana, Houston; best poem, $5 donated by Mrs. Charles Barrett, Huntsville, won by Mrs. E. L. McHugh, Vernon; best general article of any nature, a copy of "Rogert's Thesaurus," won by Miss Madeline McBurnett, Dallas; The Texas Woman's Press Association gold medal for the best general published article, won by Miss Decca Lamar West, Waco.

PLANS YEAR IN FAR EAST

Member of Texas Journalism Faculty Leaves for the Orient

W. D. Hornaday, director of publicity of the University of Texas, and lecturer in newsgathering in the Department of Journalism, left July 7 for the Orient, where he will spend a year's leave of absence.

While in the Orient, Hornaday will devote much of his time to correspondence for newspapers in the United States. His stay will be divided between Japan and China, and on his return, he will stop in Honolulu. He will be accompanied by Wallace Davis of Sonora, Tex., a student in the University Department of Journalism. While Hornaday is gone, Miss Frances Rowe, who has been the assistant in the publicity office for two years, will have complete charge of the work. She will be aided by Miss Julia Crisp of Beeville.

"BOSS" CAUSES LIBEL SUIT

But Concordia (Kan.) Blade-Empire Feels Financially Honored

The Concordia (Kan.) Blade-Empire, a daily paper with a circulation of 3,000, is facing a $78,750 libel suit brought by Postmaster Sydney H. Knapp. In nearly all of the 31 causes of action the title of "Boss" is taken exception to. The case grew out of a heated controversy for the Postmastership.

The Blade-Empire states its viewpoint of the action editorially as follows: "The defendants feel that the filing of the suit for such an amount is a wonderful financial recommendation and hope that bankers and wholesale houses will govern themselves accordingly."

Likes N. E. A. Membership

Fifty-one Oklahoma publishers, it will be recalled, joined the National Editorial Association in a bunch. According to the headquarters in St. Paul, one of these men recently placed an order for engraving through the N. E. A. and now writes: "This one order profited me enough to pay my dues to the association for the next thirty years at $3 per annum, so I would be a chump not to be a member and ungrateful if I failed to express my sincere thanks and appreciation of the splendid work you are doing."

School Journal Reappears

Republication of the Kansas School Journal and Rural Life, an educational magazine for rural and village teachers, superintendents and school boards, has begun in Topeka, Kan. The magazine was first published in the Winter of 1922, but was discontinued because of action of the Topeka School Board in forbidding any Topeka teacher engaging actively in any other occupation.

"Junior News" Staff Honored

Sixteen members of the staff of the Junior News were recently awarded "honor pins" in recognition of six months' work on the editorial staff of the Junior News pages of the Rocky Mountain News. Presentation was made by Harry Green, editorial sponsor of the youngsters, and Miss Dorothe R. Hunn, formerly editor-in-chief of the Junior News.

Burlington (Ia.) Paper Buys

The Burlington (Ia.) Hawk-Eye announces purchase of a 47-foot lot on North Fourth street, between Jefferson and Washington streets, for a site for its new plant. The property was held at $16,000. The Hawk-Eye has been seeking a desirable location two years and proposes to erect a modern and fully equipped plant.

FLIERS' DELIVERY OF ACTION PICTURES REAL STORY OF SHELBY FIGHT

Frank Rostock Emerges as the Champion After the Clouds of Dempsey-Dollar-Gibbons Encounter Lift—Journalistic Photo Beat Seldom Equaled

THE BUSIEST MAN before and during the now famous pugilistic encounter at Shelby, July 4, was not Jack Kearns, manager of the champion. Neither was it Mr. Gibbons, although it is true he seems to have been rather busy in protecting himself from Dempsey's punches.

The real champion, judged by standards of activity rather than pugnacity, was Frank Rostock, general manager of NEA Service, Inc. For Rostock and his carefully-planned organization of airplanes, couriers, automobiles and special trains had to fight fierce winds, violent rainstorms, and a thousand nameless perils to distribute the NEA fight pictures to more than 500 newspaper clients in every State.

And because of careful planning and intelligent direction, as well as the magnificient courage and spirit of the NEA aviators, Rostock succeeded in pulling off a nation-wide scoop.

And Rostock won because of his eradicable pessimism. His associates point out that he imagines and foresees not only all of the disasters which might happen but many which could not possibly happen. And therefore he is always prepared and forearmed against any contingency or catastrophe. And in this instance he has the satisfaction of knowing that where rival planes were fatally delayed, his aviators won through.

For two days and two nights, without sleep, Rostock watched and pulled the strings and burned the wires. Not until every client had received the fight pictures would he sleep.

As thrilling as the fight itself—more exciting than the preliminary struggle of the fight promoters to raise 300,000 almighty dollars for mighty Jack—was the gruelling fight which came afterward when NEA Service aviators took flight with their precious load of pictures for Spokane, Salt Lake City, Chicago, Cleveland and New York.

High up in the sky, among the black thunder clouds, was fought a battle in which were no rests between rounds, no padded gloves, no applauding crowds, no watchful referee, no $300,000 purses.

More than a dozen planes left Shelby at 6 p. m. July 4. Four of these were commissioned by NEA Service, Inc., one plane heading for Spokane, another for Salt Lake City and two heading East. They faced a combination of rain and fierce windstorms which forced them down again and again for the count of nine. The Storm King, however, could not put over the knock-out blow, just as the King of the Heavyweights could not stop his plucky challenger.

The dogged determination of the air pilots of NEA resulted in one of the greatest picture scoops in newspaper history. NEA Service planes would not accept defeat. Like Gibbons, they were there to go the full distance. And NEA newspaper clients published the first fight pictures, beating rivals from 20 minutes to 20 hours.

NEA Service used nine planes in relays. Two special trains were chartered. Twenty-five automobiles were requisitioned. Ten couriers and seven photographers completed the special organization responsible for this beat.

Special regional services were issued by NEA in Great Falls and Helena, Salt Lake City, Omaha, St. Paul, Kansas City, Cleveland and New York.

C. S. Jones, manager of the Curtiss Exhibition Company, directed the airplane activities for NEA. A total of 7,135 miles, a record in air flying for swift distribution of news pictures, was covered by Jones' picked aviators.

The big flight was the one from Shelby to New York—a distance of 1,080 miles from Shelby to St. Paul, 390 miles from St. Paul to Chicago, 335 miles from Chicago to Cleveland, and 435 miles from Cleveland to New York. "How they brought the good news from Ghent to Aix" was celebrated in a poem by Robert Browning. How Maj. Rowan carried "The Message to Garcia" is a story made immortal by Elbert Hubbard. How Dempsey won a decision over Gibbons has been recorded in the brilliant stories of several scores of high-salaried fight experts. How these plucky bird-men fought their way through 2,240 miles of rain, cyclones and thunder storms, skirting death a thousand times is a story which deserves better telling than that found here.

One of the NEA Eastward planes was soon forced down in a storm. The other reached Williston, N. D., at midnight. Photographic plates were made at a special plant provided by NEA at Williston. Then, with many packages of prints, two planes took off for the East. One went to Omaha, for speedy distribution of pictures to the South and Southwest. The other plane was en route for Minot, N. D. It was blown out of its course during the first heavy rainstorm of July 5 and was compelled to land at Bismarck. From there it flew to Fargo, then to Minneapolis, and then started for Chicago.

Late that night this plane was forced down in another heavy storm at Janesville, Wis. There it remained until daylight of July 6 when the flight to Chicago was completed.

In Chicago, Pilot Wesley L. Smith, meanwhile, was tuning up his motor and scanning the ominous skies for a glimpse of the coming machine. No sooner had it landed than the pictures were transferred to Smith's plane and another which together began the dash to Cleveland.

Pilot Smith flew the 335 miles from Chicago to Cleveland in three hours and five minutes—a speed of more than 100 miles an hour—arriving at 9:25 on the morning of July 6.

A fresh relay of planes took off from Cleveland. The first succeeded in starting at 9:50 a. m. and, in spite of another heavy storm at the outset, it reached New York at 3:26 p. m.

Automobiles were lined up at Curtiss Field, Mineola, L. I., to speed the photographs to the New York office of NEA Service. Similar automobile relays were at the other landing stations.

The New York flyers did not have a monopoly of thrills. There was the pilot who flew South from Shelby over the Rocky Mountains to Salt Lake City. He was forced down at Helena during a terrific night storm, but reached Salt Lake City at 9:40 a. m. on July 5. Here another emergency plant of NEA Service distributed pictures east and west. The plane for Spokane was also forced down in the night but successfully completed its journey.

No NEA aviator failed. Each one won through. It is an accomplishment difficult to equal in a profession as noted for high-strung enterprise as is the romantic business of news-gathering. The now famous "go-getter" in the "Cappy Ricks" story had nothing on these sky-pilots who upheld the traditions of the reporter and the honor of the men who fly. It was the spirit of "carrying through" which inspired those charged with the responsibility of getting those NEA fight pictures first to each one of the hundreds of newspapers depending upon NEA Service. And the spirit won!

The journalistic champion of the little affair at Shelby was Frank Rostock. He didn't even guess wrong—which was some achievement during that event.

Chicago Tribune's Air Battle

A melodrama of the air was staged when an airplane bearing the Chicago Tribune's photograph of the fight reached Chicago. The first part of the performance deals with the flight of Dallas M. Speer, a captain in the air reserve, who took off at night July 4 from Shelby, Mont., in the teeth of a storm through which he rode into North Dakota where he was forced to land. The second part deals with the flight of an amateur Minneapolis aviator who, dropping his business when he heard of Speer's forced landing, took the latter's pictures, which had been sent by train to Minneapolis, and landed them in Chicago "just for the sport of it." The amateur was Marc Hurd, war veteran.

VARIETY BUYS CLIPPER

Oldest Theatrical Journal to Revert to Outdoor Sports

The New York Clipper, the oldest theatrical journal in America, has been taken over by the interests controlling Variety, the youngest of the recognized theater publications.

Under the new direction the Clipper will be solely devoted to outdoor amusements, reverting to its policy of open air entertainments and sports during the Civil War, when it was the single sheet in the field. Of late years the Clipper has given more attention to the drama and vaudeville. The Clipper is in its 71st year, second only in longevity in the theatrical trade to The Era, of England, 86 years old.

Paper Wins Libel Suit

The Rochester (Minn.) Post & Record defeated a $120,000 libel suit instituted by William Friedel, a hotel man, candidate for the Legislature last Fall.

Sunbury Seeks A. B. C. Brand

The Sunbury (Pa.) Daily has applied for membership in the Audit Bureau of Circulation.

A.N.P.A. MOVES TO SAVE PULPWOOD SUPPLY

Letter to Secretary Hughes—Urges State Department to Prevent Further Restrictions by the Dominion Government

Prompt action has been taken by the American Newspaper Publishers' Association to relieve the serious situation created by the decision of the Canadian Parliament to place an embargo on the export of pulpwood. American news print manufacturers have invested largely in Canadian freehold lands thinking that they might be allowed to go on exporting pulpwood, but this embargo gives them cause for considerable anxiety.

The following letter has, therefore, been sent by the A. N. P. A. to Secretary of State Hughes, suggesting that the Department of State should take steps to protect the raw material involved:

July 9, 1923

Honorable Chas. Evans Hughes,
Secretary of State.
Washington, D. C.

Sir:

The Canadian Parliament on June 27th last adopted a resolution empowering the Governor-in-Council to prohibit the export of pulpwood from the Canadian freehold lands. As the ultimate consumer of more than two million tons of news-print annually, the larger part of which is manufactured in the United States, the newspaper industry views this legislation with great apprehension.

The deficiency in the American supply of newsprint is now made up largely by imports from Canada, and because of the needs of the American consumer, the Canadian manufacturer may import his products without tariff restrictions. To supplement their failing supply of pulpwood, American newsprint manufacturers have invested largely in Canadian freehold lands, with the reasonable expectation that they might be permitted indefinitely to export pulpwood cut from these lands, fabricating it in their plants already established in the United States.

In view of the fact that the Canadian finished product enters freely into this country, a reasonable reciprocity would appear to demand that the Government of Canada should refrain from imposing artificial burdens upon the exportation of the American manufacturers' raw materials.

We respectfully suggest that this situation is of sufficient importance to justify a request that the Department of State use its good offices to relieve the publishing industry of the United States from the danger to its supply of raw material involved, and that it urge the Canadian Government to refrain from imposing further restriction on the export of pulpwood.

Very respectfully yours,
PAUL PATTERSON,
President.
S. E. THOMASON,
Vice-President and Chairman—Committee on Federal Laws.

Papers Aid Stone Monument

Announcement has been made by Hollins N. Randall of the Stone Mountain Confederate Monument Association that the Atlanta Constitution, Atlanta Journal, and Atlanta Georgian have subscribed $1,000 each to the fund for the monument.

Four Hurt in Auto Wreck

Leon Deveze, of the Brooklyn Eagle staff, and Mrs. Deveze, and N. M. Waring of the New York American, and Mrs. Waring were injured near Wheeling, W. Va., July 9, when the auto in which they were riding went over an embankment.

Foreign Papers by Airplane

London and Paris newspapers are being delivered across the Channel, either way, by airplane for early morning reading.

NO NEW YORK PRESS STRIKE, SAYS BERRY

Favorable Decision Foreshadowed at Local Meeting, July 16— Judge Dowling's Decisions in Six Cases

WHITE SULPHUR SPRINGS, W. Va., July 12.—"There will be no strike in New York newspaper press rooms," declared Major George L. Berry, President of the International Printing Pressmens' and Assistants' union here today.

Major Berry told EDITOR & PUBLISHER of developments since he left New York in June after refusal of the International directors to sanction a strike, and their advice to President David Simons that his local seek an agreement with the publishers immediately.

Unable to agree on arbitration if conciliation failed to effect a new contract by September 1, the local union and publishers seemed close to a rupture. President Berry then secured assent of the local union officers to his proposal that both parties should proceed as far as possible by conciliation, and that points not settled by an agreed date should be referred to the International Union directors for instruction as to further procedure.

When President Berry proposed this to the publishers, they entered upon an agreement to arbitrate all differences not closed by conciliation before a certain date, and a member of the Publishers' Association brought this message to Mr. Berry at Pressmen's Home, Tenn.

After considerable discussion, the publishers would accept President Berry's proposal if it were accepted by a vote of the local union members.

The next meeting of the local occurs July 16th, and President Berry expressed confidence that it will favor acceptance of the proposition.

This favorable statement obtained by EDITOR & PUBLISHER puts a new construction on the dispute between the New York union and publishers, and offers considerable hope of a satisfactory decision when the local meets on Monday, July 16.

Mr. Lester L. Jones, Executive Representative of the Publishers' Association of New York City, did not, however, commit himself to any statement concerning it.

"This is news to me," he said when he had read the despatch. "It is the latest thing I know of, later than anything I have received in my office. We must wait till the local meets for further developments."

As information to throw light on the whole situation Mr. Jones furnished a copy of Judge Victor F. Dowling's decisions in six cases submitted to him as a fifth member of the Joint Standing Committee of the Publishers' Association and the New York Pressmens' Union No. 25. This we give, in full, as under:

IN THE MATTER OF

The controversies between the NEW YORK WORLD, EVENING WORLD, NEW YORK TRIBUNE, EVENING POST, *and* TELEGRAM with the NEW YORK NEWSPAPER WEB PRINTING PRESSMEN'S UNION No. 25. Concerning the violation of a certain contract between said UNION and the PUBLISHERS' ASSOCIATION of New York City.

In this arbitration I am not in a position to exercise my independent judgment as to the merits of the controversy involved but am bound, (1) by the terms of the contract fixed by a prior arbitration between the parties, known as the "Manton" contract, as interpreted by a majority of the arbitrators in the memorandum accompanying the same and dated February 21, 1922, and (2) by the interpretation placed on certain clauses thereof by Hon. Learned Hand, arbitrator, by written decisions bearing date December 18, 1922, and June 11, 1923.

The matters submitted for decision are as follows:

(1) Complaint made by Web Pressmen's Union on May 31, 1923, against the New York World for alleged violation of contract on January 4, 1923.

This is based on the fact that on January 3, 1923, the pressmen employed on the Morning World were notified that they would be expected to report on the following night at 7 p. m. to print a special automobile section of the paper. They claim to have worked under protest, but not until May 29 was the order questioned and a demand made for an extra night's pay for all members of the Union employed on that section on the night in question. The Union claims that the effect of the order was to change the starting time of the shifts from 10 and 12 p. m. to 7 p. m. during the same week and to compel the pressmen to work overtime where no emergency existed.

This situation arose before the second decision of Judge Hand as arbitrator, which, though dated at the top February 3rd and at the bottom June 11, seems to have really become operative February 8, when the first posting of hours of shifts for the ensuing week took place. This delay in posting shifts from December 18, 1922, to February 8, 1923, seems to have been due to mutual agreement to continue under existing conditions until Judge Hand would specify with more particularity his decision as to posting the time of starting the shifts. That such was the agreement is confirmed by Mr. David Simons' letter to Chapel Chairman dated February 10th, wherein he advised them of Judge Hand's decision that notice of the hours of labor for the ensuing week must be given every Saturday.

This complaint therefore comes under conditions as they existed prior to said final decision of Judge Hand.

The men who worked on the automobile section of the World also worked on the regular morning edition and their work in the regular course of business, it is stated, would not be finished until 4:30 or 5 a. m. They were paid the regular pay for an eight hour night's work, and in addition received overtime after the expiration of eight hours.

It is not disputed that for more than 20 years before the Manton contract pressmen reported for regular work and accepted calls for special work at such times as the publisher required, upon 24 hours notice. Therefore, the notice of the work in question was given in accordance with existing custom of many years standing and not required to be changed until Judge Hand's second award.

Judge Hand's original award expressly recognized that "the award (contract) must be interpreted as continuing the conditions of the trade except as the parties agreed upon some change." Further, he found that such exceptions to the 8 hour day as "had the sanction of common assent during the time when the work day was limited, the pressmen expected to continue." He also held that newspapers had the right to "require" overtime at such times as had been the custom, while the limitation of the working day was in effect.

Prior to Judge Hand's second award, therefore, the Publisher had the right to require extra work, or to change the time of the shifts, on 24 hours' notice. That notice was given in this case in accordance with custom and the men having been paid overtime for the excess over 8 hours, no cause for complaint exists and the complaint should be dismissed.

(2) Complaint made by New York World June 12, 1923, against Web Pressmen's Union No. 25, for alleged violation of contract June 8, 1923.

(3) Complaint made by the Evening World June 12, 1923, against the Web Pressmen's Union No. 25, for alleged violation of contract June 8, 1923.

(4) Complaint made by New York Tribune against Web Pressmen's Union No. 25, for alleged violation of contract Thursday, June 7, and Friday, June 8, and Thursday and Friday of succeeding weeks.

These three complaints are for events happening after the second award of Judge Hand and are subject thereto. Following his decision, the publishers of the World duly posted every Saturday notices calling the various crews to report at the hours therein enumerated. On June 7th notice was posted requiring that from Sunday to Thursday nights five crews were to work from 10 p. m. to 6:30 a. m., and 9 crews from midnight to 7 a. m. On Friday night, 16 crews, regular shift, were to start at 7 p. m. to finish between 3:30 and 6:30 a. m. depending on the condition of the run. It was stated in the notice "These crews have finished as early as 3:30 a. m. and as late as 6:30 a. m., depending upon emergencies." In fact, four crews reported at 10 p. m. and ten crews at midnight.

The Evening World complaint is based on the fact, that having posted a notice on Saturday, June 20, of 4 crews to report at 6:50 a. m. and to finish at 4:30 p. m. as nearly as ascertainable at time of posting on each day of the following week, mechanical trouble arose in the stereotyping department, as a result of which the four crews were told to go to luncheon at 4:30 p. m. and return for work at 5 p. m., but the crews quit instead at 4:30 p. m.

The New York Tribune complaint is based on the fact that having duly posted its schedule on June 20, requiring one crew to report at 9 p. m. and to work until 5:30 a. m. Friday morning and three crews to report on Friday at 9 p. m. to work until 5:30 a. m., the Chapel Chairman informed the Superintendent of the press room that the men would not come in before 11:30 p. m. on any night except Saturday night.

The Pressmen submit the three following questions:

(1) Does the publisher have the right to order the pressmen to work more than eight hours, exclusive of lunch period on any day against the will and without the consent of such employee?

(2) Does the publisher have the right to change the shift hours for the week excluding Saturday nights in any one week?

(3) How many hours of overtime can the employer exact in any one day?

As to the first question, I am of the opinion that both under the Manton contract and the Hand awards the right of the publisher to "require" overtime is recognized, and it is expressly admitted by Judge Hand's second decision as follows:

"Notice of the starting time of any regular shift shall be given in advance each Saturday for the ensuing week, and the finishing time of each shift; *the fact that overtime will be demanded* when ascertainable, and the length of such overtime as far as then practicable."

Furthermore, Judge Hand's first award recognized the right of the publishers to require overtime "in cases of sudden emergencies, not then known, of which they shall give notice as soon as they are known."

As Judge Hand said in his first award:

"If, for example, during periods when a maximum days work was agreed upon between the parties and was in actual operation, it was the practice without protest for the pressmen to accept orders for overtime upon certain occasions, there is good reason to assume that in this award it was intended to continue that custom, except in so far as the contrary was provided. In short, the award must be interpreted as continuing the conditions of the trade except as the parties agreed upon some change."

My conclusion therefore is, that the promise for an 8 hour day in the award is largely a measure of compensation, the wage being fixed for 8 hours and overtime to be compensated for; that overtime is part of the essence of the contract of employment, both under the award and the conditions of the business as unaffected thereby; and that this overtime is not only a matter of right, if notice thereof is given on the Saturday in advance, but as well it is a matter of right in case of unforeseen emergencies. The answer to the first question is in the affirmative.

(2) Judge Hand in his second award said: "I do not find that the award requires the newspapers not to change the hours of a shift from week to week."

I find nothing in the award which requires uniformity, either as to day or weeks. This question must be answered in the affirmative

(3) Under the Manton contract and its interpretations, extra work can be required beyond the prescribed 8 hours, as long as it does not exceed the limits of the shift in which the work is to be done.

It follows that in the cases of the Morning World and Tribune the pressmen violated their contract in failing to report at 7 p. m. and 9 p. m. respectively, according to schedule duly posted; and that in the case of the Evening World the pressmen violated the contract by failing to report for further work at 5 p. m., in the face of a conceded emergency—mechanical troubles in the stereotype department.

Complaints 2, 3 and 4 are therefore well founded.

(5) Complaint of the Evening Post, June 16, against the Web Pressmen's Union No. 25 for violation of contract on June 15:

This complaint is based on the failure of the Union to furnish a third crew for Friday, June 15, pursuant to notice duly posted. The members of the crew reported (thus proving they were available) but refused to work, and when the office of the Union was called up, it was answered that no men were available for that day. The Manton contract provides that the publisher shall employ members of the Union in the numbers required by each publisher and at such times as the publisher requires, upon four hours notice from the publisher, but upon condition that competent pressmen are furnished by the Union. In this case, the Union clearly violated this provision. But the only penalty provided for a breach in the contract is that "If the Union fails to furnish the necessary number of men required by the publisher, the publisher may then have the right to employ the necessary help to properly and efficiently man an doperate the presses for its business." While the complaint is well founded, no penalty attaches to the breach of this provision in a single case. A continued course of such refusal to furnish adequate help, if available, might, however, furnish a basis for a termination of the contract.

(7) Complaint of the Web Pressmen's Union against the Telegram for alleged violation of contract in the discharge of Meyer Lewis.

Lewis was discharged by the publisher of the Evening Telegram for insubordination and general incompetency. I find that under the Manton contract, as interpreted by its authors, the publisher has "the final judgment as to the competency of the men engaged in the work and the work itself." From the determination of the publisher, no appeal is provided for, nor does it seem a subject upon which an appeal would lie. This complaint is therefore dismissed.

Dated New York, July 9, 1923.

VICTOR J. DOWLING.

To New York Web Pressmen's Union No. 25
Publishers Association of New York City
New York World
New York Tribune
Evening World
Evening Post
Meyer Lewis, Esq.

EDITOR'S "BRASS BAND" FORECAST FULFILLED

CHARLES ELLIS has departed from Lackawanna, thus taking from Western New York one of its most picturesque editors. Twelve years ago Mr. Ellis came into Lackawanna on a freight train. He predicted that when he left the town he would be escorted by a brass band.

This prediction was fulfilled when the editor departed a few days ago for Oklahoma, where he seeks new journalistic worlds to conquer. The Ellis demands for a new civic administration had been brought to a successful conclusion, a friend of the editor having been elected mayor. With nothing to oppose in city affairs, Mr. Ellis lost interest in newspaper publication and sold his Journal to Quincy and Walter Leckrone.

Another reason for his departure was ill health.

ANOTHER HASKIN

Oil Field Boomer Takes Name Similar to Well Known Newspaper Man

For the benefit of any of our readers who may have become confused on account of the similarity in name of "Frederick L. Haskins," Texas oil promoter and publisher, and Frederic J. Haskin, whose Information Bureau is conducted in Washington, D. C., we quote the following from an article which appeared in the Fort Worth Star-Telegram under date of June 23, 1923:

"Fred L. Harris, alias Frederick L. Haskins, oil promoter, oil publisher and 'adviser' of investors, entered a plea of guilty to mail fraud Saturday afternoon and was sentenced to a year and a day in federal prison and fined $1,000 by Judge James C. Wilson.

"In the fall of 1921 he came to Fort Worth and started the Independent Oil News. Haskins held himself forth as being a crusader against shyster oil promoters, and as being the head of an Information Bureau."

It is needless to say that Frederic J. Haskin, of Washington, has never been identified with oil promotions in Texas or elsewhere.

SHOULD SPREAD BUSINESS

Advertising Should Not Concentrate on Two Days, Says Grocer

Francis E. Kamper, president of the National Association of Retail Grocers, thus expressed himself while that body was in session in St. Paul:

"Advertising is the greatest sales builder of modern commerce. But grocery advertising as a whole is poorly done. More study and care should be given to its preparation. Advertising should spread business more evenly through the week instead of concentrating it on Friday or Saturday as now."

Supply Buyer Makes Bow

The Supply Buyer, a new monthly trade journal for department store purchasing agents and executives is being published by the Merriam Publishing Company, Cleveland. C. S. Britton is president; W. C. Orr, business manager; H. E. Martin, editor, and J. A. Morris, associate editor.

Buys in Florida

Andrew J. Fuller has purchased from Sidney L. Angell the Largo (Fla.) Sentinel.

Chicago Tribune features are not bought wholesale for the purpose of selling at retail but developed for our own use!

LEASED WIRE SERVICE

Foreign—National—Local

PACIFIC & ATLANTIC PHOTOS

Organized by The Chicago Tribune and The New York Daily News.
25 Park Place, New York.

COLOR COMICS

The Gumps—Gasoline Alley—Harold Teen—Winnie Winkle—Teenie Weenies—Pig Tails—Angel Child—Smitty.

BLACK & WHITE STRIPS

The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King.*
Harold Teen *by Carl Ed.*
Winnie Winkle *by M. M. Branner.*
Smitty *by Walter Berndt.*

CARTOONS

John T. McCutcheon
Carey Orr—Gaar Williams

FICTION

Blue Ribbon Serials for Sunday *(one release a week)*

Blue Ribbon Serials, week day *(six days a week)*

Blue Ribbon Short Stories—*from 8,000 words down*

Well Written Tabloid Short Stories of 300-600 *words*

10 Weekly Short Stories by CAPT. E. V. RICKENBACKER. Smashingly illustrated.

12 Weekly Half-page stories entitled "OLE RELIABLE" by Judge Harris Dickson.

W. E. HILL
Page of Comics
in Gravure or Black and White.

BURNS MANTLE
Weekly New York Theatre Letter.

THE POTTERS
by J. P. McEvoy

RAYMOND KELLY
Gravel Pit Pups

DR. EVANS
The first and best of newspaper medical writers.

Daily and Sunday
Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Science and Embroidery.

MOON MULLINS——We'll Say Moon Got an Eyefull

The special for this week—

MOON MULLINS—the latest addition to The Chicago Tribune's Leadership family—an entirely new character in a vigorous and rollicking theme. "Moon" will prove a potent reader-bringer! Wire for sample strips and rates!

They Mean

LEADERSHIP!

FOUR years ago The New York Daily News was started. It differed from its parent paper, The Chicago Tribune, in many ways,—in shape, size, make-up, object, character,—yet in FEATURES, The Chicago Tribune and The New York Daily News were and *are* IDENTICAL. In less than two years the infant prodigy had outstripped all the morning papers in America in circulation save The Chicago Tribune, and today it is first.*

Chicago Tribune features meant Leadership to The New York News—they mean Leadership wherever they go!

***New York News 610,000 Daily**
Chicago Tribune 550,000 Daily
Third paper 50,000 less than Tribune

Not bought wholesale for the purpose of selling at retail but developed for our own use!

The CHICAGO TRIBUNE *Newspapers* Syndicate

Tribune Plant, Chicago — 25 Park Place, New York

Buy Leadership!

FINDING NEW "LEADS" FOR CLASSIFIED NOT SO TERRIBLY DIFFICULT

Supervisor of Telephone Division of Los Angeles Express Uses Display Columns of Local Papers and Finds Much Profit Therein for "Want" Department

By C. L. PERKINS

Executive Secretary, Association of Newspaper Classified Advertising Managers

SOME CLASSIFIED SALESPEOPLE have the ability to follow successfully any path laid out for them. Others have the added ability of creating new paths. Those persons who get away from the beaten path are the ones in demand—the ones who earn and get the largest salaries.

In classified advertising one of the curses is the tendency to do a thing in the way it has always been done, to stick to the beaten path. We are apt to think that the methods or ideas which we inherited are correct, and we are apt to excuse our poor plan of operation when compared with one used in another city by saying that our home town is different.

In almost every city some particular want-ad classification that is hardly known in other cities is highly developed. If every city would reach out and develop these many classifications that have been found profitable in all cities, the classified volume in the United States would increase millions of lines.

If classified salesmen would not stick so closely to the beaten path of securing their leads from the columns of competitors, they would see their lineage jump. This has been proved by Frank Mathews, supervisor of the telephone division of the classified advertising department of the Los Angeles Express. The following is from a paper written by him and presented at the Atlantic City convention of the Association of Newspaper Classified Advertising Managers:

"To discover new leads aside from the regular classified advertisements appearing in competing media puts new joy and life into telephone solicitations for classified lineage. Any telephone room supervisor who is blessed with a bump of imagination can, if he will, discover untold leads that are usually passed by.

"My own experience in seeking 'new fields to conquer' may be of interest to you. But first a foreword concerning the Los Angeles Evening Express. We permit in our classified columns the use of large type (all of one style, of course) up to certain sizes and also multiple column ads. A great many other papers likewise permit this.

"Each morning I devote an hour to a careful study of the display advertisements that are in the local newspapers. I select carefully such display advertisements as can profitably use space in our classified columns.

"Display advertisements of the following nature have proven to be the best leads: business announcements, investments, real estate, auction sales, money to loan, and any advertisements of used furniture and the like.

"After selecting these particular display leads, I prepare special classified advertisements gauging the amount of space by the display advertisement and the apparent size and responsibility of the advertiser.

"This prepared copy is distributed among my best telephone sales people and a thorough solicitation is made by telephone.

"That this method is profitable can easily be seen, for from such leads we have secured 41,289 agate lines of classified advertising. This lineage has been sold from Jan. 1, 1923 to May 19, 1923—about four and a half months.

"This method not only increases lineage but arouses enthusiasm among the telephone sales force and removes the idea that they can sell only small space. I consider it one of the most prolific sources of classified advertising lineage and feel confident that it can be developed to much greater proportions.

"There are three other main ways of increasing lineage that I use in the Los Angeles Express telephone sales division.

"One of these is the securing of captions in display type. The sales people are trained to use this method intelligently and to sell it only when there is a real reason for doing so. Where display type is permitted, a caption attractively set does give attention and drawing power, and increase the result bringing possibilities of the advertisement.

"Another point which brings additional advertisements and lineage comes from selling a particular advertisement in more than one classification. A great many classified advertisements are adapted to several classifications. A short time ago a five-line advertisement on polish appeared in a competing medium. The polish was suitable for furniture, pianos and automobiles. I prepared a classified ad of 21 lines, had one of my sales people telephone the advertiser and solicit the ad for four classifications. It was done, and we secured the ad to run in the furniture, musical instruments, automobiles and general miscellaneous classifications. Thus the five-line lead resulted in 84 lines a day for us.

"One other means of increasing lineage deserves mention. We always impress the advertiser that by using enough space to thoroughly describe his article or explain his proposition, he makes his advertising more productive of results. This is, of course, the old, old story. We have found, however, that when this point is impressed upon our telephone sales people, and when we teach them to 'sell' this idea intelligently, it results in increased lineage. Real instruction for the telephone sales people along these lines pays for itself repeatedly and is well worth while."

* * *

DURING THE WEEK of June 18 the Tampa Times conducted its fourth annual "Swap Week." At this time it published all "swap" ads free of charge. Every day for the week three-column display ads were run announcing this feature.

* * *

J. H. BUTLER, classified advertising manager of the Houston Chronicle, in an address before the Ad Club of that city, said in part:

"The majority of classified readers are mentally sold on something before they go back into these busy columns. Their minds are already made up toward a purchase, so all that is necessary is a three, four or five-line descriptive ad explaining in detail the offering of the advertiser.

"No newspaper in the world will boast of bringing results on every classified ad, but practically any want can ultimately be satisfied through classified advertising, if used in a practical manner. Ads fail in results because of the inadequate story told.

"Classified advertising has changed man's life. I have read from authentic sources that in the old days many years ago, before classified was in existence, that a man would stand on the outside of a church, theater, or public building and shout about the various offerings of the public in that vicinity to the people as they came out. How different today! The user of classified ads has only to go to his telephone and ring the paper he believes most productive and place his offerings before thousands of interested readers. The reader has only to unfold his paper and have before his eyes all the offerings of his entire territory.

"Classified advertising is a most economical service. As an example: You can publish a 20-word ad in the Chronicle, one of practically four lines, delivering a message to 60,000 people in a single day, for only 50 cents. The same story told on a postal card and sent to the same 60,000 prospects would cost $600 in postage alone, the cost being 1200 times as much.

"Classified advertising is truly a barometer, in two ways. A great volume of a newspaper's circulation and national advertising is dependent upon its classified columns. Many a national advertiser takes into consideration the newspaper's standing in classified before placing a national account. They know that the newspaper which is enjoying a large volume of classified is the paper enjoying the greatest amount of public confidence and reader responsiveness.

"You can judge the conditions of your locality by watching the classified ads. The columns are a stabilizer for automobile, rental, real estate, and help conditions. If the Help Wanted columns are running low, you could have no surer information that help conditions are not so good, that there is not much employment obtainable. If Help Wanted ads are plentiful, then vice versa. By watching the rental columns you can get a true focus on the housing conditions, and so on.

"Classified advertising is a department store in its own class. More shoppers enter it daily than any store in the city. On one shelf you have automobiles, on another rooms, on another real estate, still another furniture, etc. It is the greatest window display obtainable. We have proven that as many as 10,000 have answered Chronicle classified ads from a single Sunday publication. It might surprise you when I state that there is every bit of a million dollars worth of merchandise or service on the shelves of the Chronicle's classified department every day. On one shelf you will find $250,000 worth of real estate, $100,000 worth of automobiles, $100,000 worth of annual incomes in the Help Wanted columns.

"There is more real news, more human interest in the classified columns of daily papers than any other part of them. There is more fiction, romance, love and tragedy in the classified section than any other volume obtainable."

MILLER SHOWS RESULTS

A. T. MILLER was born in Washington, N. C. He began work on a country newspaper when he was 11 years old, served full apprenticeship, and later took up the road as a journeyman printer. During all this time, however, he kept up with his schooling and graduated with an A. B. degree from the Theological University, later entering the ministry.

A. T MILLER

Mr. Miller has done reportorial and advertising work on a number of daily newspapers and advertising work with two well-known advertising agencies.

He was publisher of the Lebanon Democrat, Lebanon, Tenn., and in this capacity aided in the establishment of the School of Journalism in the Cumberland University. Since he started with the Nashville Banner as classified advertising manager, new and complete equipment for classified exclusively has been installed, the force has been increased, and the paper has shown a substantial increase in classified lineage.

London Lures Poor Richards

Bartley J. Doyle, president-elect of the Poor Richard Club, Philadelphia, and president of the Keystone Publishing Company, gave a dinner to the officers and directors of the club, at the Philadelphia Country Club, July 6. Plans for greater development of the club were discussed and definite action taken to assure a large delegation at the next convention of the Associated Advertising Clubs in London.

17,249

Increase in Average Net Paid Daily Circulation of The Baltimore Sun (Morning and Evening) in June, 1923, over June, 1922.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

First in The World

The Detroit News

Leads in Total Advertising for May Among All 6 and 7 Times a Week Newspapers

AS another proof of the great prosperity of the automotive region, The Detroit News in May showed the greatest lineage of all American 6 and 7-day a week publications.

The Detroit News, six days a week, carried 2,020,582 lines of advertising with The Chicago News as "runner up." Among the seven-day a week newspapers, The Detroit News was first with 2,714,904 lines of advertising, a Chicago paper being second.

In the prosperous Detroit field, The Detroit News has been chosen the exclusive advertising medium of more than 150 large national accounts, so thoroughly does it, alone, cover the whole field.

The Detroit News

Greatest Circulation Weekday Or Sunday In Michigan

1873—FIFTY YEARS OF PUBLIC SERVICE—1923

Buffalo the Wonder City of America

Convincing Evidence of Buffalo's Development

ONE of the finest hotels in the world — the Statler—has just been opened in Buffalo. This wonderful hostelry is a tribute to the vision of E. M. Statler and serves as convincing evidence of Buffalo's development.

Buffalo is growing fast! Its growth is substantial, founded upon natural advantages of location, making it one of the country's greatest industrial centers. Nearly 500 new industries, recognizing Buffalo's wonderful possibilities, have located here in the past 5 years.

The Buffalo Evening News is Buffalo's biggest, most influential newspaper; read by over three-quarters of its English-speaking families; respected and relied upon for the high character of its news.

The News dominates this field; ALONE it offers every advantage required by national advertisers for complete, economical coverage of this profitable market.

THE NEW HOTEL STATLER
BUFFALO, N. Y.
ONE OF THE FINEST IN THE WORLD
1100 ROOMS WITH BATH

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

EDWARD H. BUTLER
Publisher

KELLY-SMITH COMPANY, National Representatives
Marbridge Bldg., New York, N. Y.
Lytton Bldg., Chicago, Ill.

LETTER FROM POWELL IN BANDIT CAMP

Newspaper Man Who Climbed to Ruined Temple Fortified by Brigands Found 100 Small Children Captive There

Dean Walter Williams, of the School of Journalism, University of Missouri, at Columbia, has just received a most interesting letter from John B. Powell, one of the Americans held captive for more than a month by Chinese bandits, following the wreck of the Shanghai-Pekin express in May. Mr. Powell was graduated from the university, and after some newspaper experience, was a member of the faculty of his alma mater.

His letter, which relates some of the hardships of the captives, is as follows:

"MOUNT PAO ZU KU,
"Shantung, China,
"JUNE 2, 26th Day of Captivity.

"My Dear Dean Williams: My sister has just sent me a copy of the cablegram hoping for my safe and speedy release, which was sent me by the Journalism Week alumni. It certainly was thoughtful of them to send it, and, since we may now send out mail, I hasten to acknowledge.

"We have now been in the hands of the Shantung bandits for nearly four weeks, and unless we get out soon, are likely to join them in the profession. For the last four weeks we have had it rather comfortable here in an old abandoned and ruined temple about one-fourth of the way up Pao Zu Ku. Three of our members were taken to the very top, which the bandits have fortified in a real feudal manner. They keep their prize prisoners there, and when I climbed up, soon after our arrival, I found nearly 100 small children, all boys from 3 to 15 years old, who are being held for ransoms ranging from $5,000 to $10,000 each. It was a pathetic sight, as you may well imagine, and according to local bandit gossip, I was the first Westerner ever to climb to the top. It really is not a high mountain, being only 4,000 or 5,000 feet, but most of the way to the top is up a perpendicular granite cliff, in which the bandits have cut handholds something like a crude ladder.

"This temple where we now are held was once famous, but virtually has been ruined by the bandits who have held it and used it as a stable for their donkeys for several years. The name of the Temple in Chinese is 'Temple of the Nest of Clouds.' I think the last should be changed to 'bandits.'

"The first two weeks of our captivity were a veritable nightmare of suffering for most of our party. We were driven at the points of bayonets and revolvers for miles—we have no idea of the real distance—and were chased up and down mountains, night and day, with virtually no food and less sleep. How we stood it I can't figure out now. Then in addition we were constantly being fired upon by the pursuing troops. My partner was a young Frenchman, who had been through the fight at Verdun, and he said this was worse. However, it looks as though we were all to be released soon, so our spirits have gone up.

"As soon as we were captured, I began sending out letters by handing them to farmers we passed, and I learn that most of them got out. This is due to the old Chinese veneration for anything written, which even the bandits still observe. Charlie Daily, correspondent of the Chicago Tribune in Pekin, has been down at a town called Tsao Chwang, the nearest place on the railroad. I understand he sent out some of my stuff to the Tribune, but in what form it has appeared I can't imagine.

"Colonel McCormick sent me a cable of congratulations a few days ago when I was released on parole for 24 hours in order to help get the negotiations started for our release. It was great fun riding through the bandit lines with an escort of about 50 of those rascals, all armed to the teeth with brand-new Japanese rifles. I'll bet I have examined a thousand rifles in the hands of these men, and more than 90 per cent are of Japanese manufacture, and Japan is supposed to be a party to the arms embargo in respect to China.

"When I get started to writing about this affair, I hardly know where to stop. It is possible that you may remember this district as you passed through it on your way from Shanghai to Pekin. It is about 200 miles square, and embraces the corners of Kiangsu, Shantung and Anhwei provinces. It might well be called the Bad Lands of China, since it is filled with irregular mountains and narrow valleys. It has always been infested with bandits, and Government authority always is weak here in the best of times.

"Well, my private bandit valet, who is sitting on the floor watching me, is motioning for me to go to bed—so he can get his opium, I guess—so here's further thanks to the Journalism folks for their cable and the best of regards to everybody.

"Sincerely,
"*J. B. POWELL.*"

Pulp Plant Found in Mexico

Reports reaching the Department of Commerce from Mexico City tell of the discovery of a fibrous plant of the "malvaceous" family said to be suitable for the manufacture of newsprint pulp. The plant, known by the Maya cognomen of "saexiu," grows extensively in Yucatan and Campeche.

Company Advertises to Warn Public

The Charles E. Hires Company, Philadelphia, is using half pages in the newspapers to warn the public against asking for "root beer," suggesting that they ask instead for "Hires." The warning is issued against synthetic flavoring preparations being used as a substitute for root beer.

Obituary

JAMES K. MCGUIRE, aged 56, died of heart disease June 24 in a Washington, D. C., hotel. He was publisher of the first Syracuse Telegram, now defunct. He was for six years, three consecutive terms, Mayor of Syracuse, and at the time the youngest mayor of any large city in the United States, being elected at the age of 26. He purchased the Syracuse Courier, a Democratic paper then in a bad financial way, and continued it for some years as the Telegram. He was also publisher of three Catholic weeklies, the Catholic Sun of Syracuse, still published; the Catholic Chronicle, published for Albany readers; and the Scranton Light. These interests were later sold by him. He was nominated for Assemblyman before he was of age. He started his career as a newsboy on the New York Central and other lines.

WILLIAM D. EATON, aged 89, until his retirement Sept. 9, 1922, the dean of Iowa's active newspaper men, died at Clinton June 30. He had been publisher of the Clinton Mirror, a weekly newspaper, nearly 60 years. He was a native of Colt's Station, Erie County, Pa., and at 16 years entered the Erie Chronicle office, where he learned the printer's trade. He went to Cleveland for three years and in 1856 to Iowa, spending three years in Webster City. He spent a few months in Des Moines but returned to Lyons, Ia., where he formed a partnership with T. R. Beers and established the Mirror. He is survived by the widow and a daughter.

EDWIN M. PARK, aged 57, former publisher of the Cuba (N. Y.) Patriot, died at Olean. He had been an invalid since 1914, when he was severely injured in a fall. From 1908 to 1914 he was superintendent of the composing room of the Olean Herald.

ELMER E. MINK, aged 60, for 15 years in the business office of the Eugene (Ore.) Daily Guard, died July 2.

MILES T. GETTINGS, aged 56, founder of the Manitowoc (Wis.) Herald, died June 30, following a six months' illness from a throat affliction. In recent years he had been a city official in Monroe, Wis.

MRS. MARY W. STONAKER, wife of C. L. Stonaker, former Denver newspaper man, is dead at Newark, N. J.

T. S. VAN DYKE, aged 81, for many years a writer for Pacific coast newspapers and magazines, died in San Bernardino, June 29. He had been active for many years in irrigation plans for lands in the desert sections and had developed one of the largest alfalfa ranches in southeastern California.

MAURICE BELDING, aged 17, son of A. M. Belding, editor of the St. John (N. B.) Evening Times, died recently of tuberculosis.

WILBUR H. GARDNER, for 20 years chief engineer of the mechanical department of the Kansas City Star, died recently.

OTTO W. MIELKE, formerly for years editor of the Sandusky (O.) Demokrat, a German language publication, died at Sandusky July 8, after an illness of five months. He is survived by his widow, two sons and three daughters. He was born in Germany and learned the printer's trade there. He became part owner of the Demokrat in 1904, later becoming editor of the publication, which was suspended in 1918 as a result of anti-German feeling. Since then Mielke had run the establishment as a job plant, selling out a week before his death.

CLARENCE C. DARLING, editor of the Green Valley (Ill.) Banner many years until his retirement two years ago, died June 27 in Pekin, Ill., as a result of tetanus which developed from a wound inflicted by a putty knife, imbedded in his right wrist when he fell from a roof he was painting. The widow and two daughters survive.

JOHN W. KENNEY, aged 58, an employe of the Chicago Tribune's auditing department, was fatally injured when struck by an automobile as he alighted from a street car. He died in Passavant Hospital.

LOUIS OGDEN, aged 32, city circulation manager of the Baltimore News and previously district manager of circulation on the Indianapolis News, was killed in an automobile accident at Winchester, Va., Sunday, July 8. Mr. Ogden and three friends had been on a motor trip to Endless Caverns, Va. The car plunged over an embankment. One of the others was seriously hurt. Mr. Ogden was born in Trumbull County, Kentucky. He was a member of the Masons, Shriners and I. O. O. F.

CLARENCE
by CRAWFORD YOUNG

The L'Echo de L'Ouest of San Francisco, Cal., is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

TIMES TICKER STAR SERVICE

Makes Cincinnati a City of Investors

The average per capita wealth of Greater Cincinnati is unusually high. Industry is diversified and prosperous; wages are big and steady; forty-one percent of the families own the dwellings they live in. Such a community should be a splendid market for investment securities,—and it *is*.

The TIMES-STAR goes daily into four out of every five homes in this field. It penetrates into practically every business house. It brings fast-wire service from New York, Chicago and other important financial centers, side by side with the daily advertisements of all important local banks, trust companies and investment houses, and the offerings of the foreign financial organizations doing business here.

In this way the TIMES-STAR has done much toward making Cincinnati a dominant market for stocks, bonds and commercial paper. Its financial pages are the first to reach the investing public, twelve hours ahead of its competitors.

No progressive financial house can afford to ignore a market with such "ticker-service" in every home.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

Newspapers Must Have More Local Display

To do this, more local display **must be created.** That's just what our WEEKLY BUSINESS REVIEW PAGE will do for your paper. It creates new local business from firms that have been heretofore infrequent users of advertising space; concerns that you have never been able to get into your advertising columns.

That's the kind of business every newspaper wants—it's the kind that means steady growth and prosperity; 100,000 lines or more of this class of business will pour into your paper with a

Briggs Weekly Business Review Page

This page is now a permanent weekly institution of many leading metropolitan dailies, creating both good will and good advertisers. It is usually published on light days—Saturdays in evening papers, on Mondays in morning papers.

This page is especially desirable because besides yielding 100,000 lines or more yearly of the very advertising you want, it costs you nothing, as we sell at a price that nets you minimum rate. Your overhead is not increased—we work on a commission basis and are paid for "results produced."

Thomas W. Briggs Co. is an organization that enjoys an enviable reputation, achieved through cordial business relations with many leading publishers extending over a period of from 5 to 20 years.

We are now in position to offer this 100,000 line or more BUSINESS REVIEW PAGE to a limited number of newspapers. If interested, write at once to—

Thomas W. Briggs Co.

Operating In United States and Canada

Home Office - Memphis, Tenn., U. S. A.

Financial References: Dun's and Bradstreet's

SLUMP IN SATURDAY EVENING ISSUES CAN BE STOPPED, SAYS ROGERS

How the Globe, With a Radio Section, Boosted Its Last of the Week Circulation 30,000 Copies Over That of Other Days—Seeking New Fields to Conquer

By JASON ROGERS

OUR NEWSPAPERS are what those who make them think will best serve their purposes. They are not as good as they could be made with the material in hand, for those who make them have sagged badly on the job and are satisfied to get out what they know will get by. In nearly every case I know of where a poor newspaper is produced it could be vastly improved by the exertion of greater effort.

In our larger cities our newspapers with very few exceptions do not cover the news of the day with most ordinary accuracy or reliability. The sensational incidents, murders, suicides, burglaries, holdups and such are selected for as many big news heads as possible, local politics played up for all it is worth, with the great variety of things people are really interested in used for plug-in between advertising.

In our metropolitan cities we as a rule have wandered far from the tenets of sound journalism, as in New York for instance, where the field was wide open for Mr. Ochs merely to get out a real newspaper and score a success probably unequaled in the annals of newspapering. He has no serious competitor, and with the momentum he is going never will have.

Notwithstanding the marvelous success of the Times there is still abundant opportunity for other great morning newspapers to break into enormous circulations without encroaching an inch on it. For example the field is wide open for a newspaper dedicated to insistent defense of the rights and interests of the taxpayer. The sky is the limit as a reward for genuine intelligent service in this direction.

When we stop to consider that there are nearly ten million persons who have to live in New York and its suburbs, making up nearly 2,500,000 families, and each one of them more or less interested in all municipal expenses affecting taxes and rents, which between them must produce upwards of $250,000,000 a year or $100 per family, we can realize the possible interest in preventing fraud.

I am told that there are some 2,000 taxpayers' organizations in the New York metropolitan territory. What their membership is I don't know. The yellow newspapers yap occasionally regarding such matters, but never seriously or consistently. The Times has neither the space nor the inclination to attempt as full a service as the subject would seem to deserve.

Many of our great newspapers have been built up around a cause for existence not half so important as the taxpayer. As they grow important and dominant, they find their columns too crowded to do more than touch a high spot here and there. The Kansas City Star owes its present-day wide influence through the Southwest to its railroad news of early days.

In the New York Globe we had a daily following of over 30,000 public school teachers who read our page of department of education news as a prime necessity. As we grew larger we limited the printing of the school page to one edition, and trained the teachers to buy it.

In every city or section of the country there are opportunities for specialized newspaper service which would enable a daily to make great headway. The average editor prefers to confine himself to routine. To attempt to cultivate new fields often involves real work. Too many of us feel safer by staying in the rut or following the lead of the pioneer. I have yet to see an imitator make good.

While our editor may be excused from catering to the four per cent class, it will be found that by presenting his best skill the appeal will be fully 70 per cent of the people and not four as he sees it. The Philadelphia Bulletin stands as a notable demonstration. It is an absolutely sound newspaper which appeals alike to all decent people who live in homes and are bringing up families.

When Joseph Pulitzer was engaged in building the New York World, he stated that it was his purpose to make a newspaper which would be read with as equal interest in the Fifth Avenue mansion as in the East Side tenement. It was a sound conception, ably carried out. What happened on Fifth Avenue was "news" just as interesting on Avenue A as on Fifth Avenue, and perhaps more so.

Our evening newspapers as a rule complain regarding what they call "the Saturday slump"—the loss of circulation and frightful shrinkage in advertising on that day. It is bad enough for the Saturday issue to lose more money than can be made up by two other successful days, but it is doubly bad to have the dwindled circulation figures pull down the year's average.

In the case of the New York Globe, before we got the situation solved, it was a tragedy. Fifteen or twenty thousand less papers sold and advertising earning down to $1,200 or $1,500 checked up against an overhead of $8,000 or more. In the case of the New York Evening Sun, the figures for Sept. 30, 1922, show a five-day average of 185,234 and a Saturday average of 147,700.

I tried every device I could apply, short of introducing a pictorial or rotogravure supplement, to pull the circulation up, without any perceptible result until we started our Saturday radio section in February, 1922. During the last few months of the Globe we were selling from 30,000 to 40,000 more papers on Saturday than on week-days, and carrying from $6,000 to $8,000 of radio advertising.

Merchants who had previously been inclined to ignore use of the Saturday issue were commencing to realize that it found an unusually close reading in the homes, and gave us business which did not go to other papers. Whether what we did could be done in other cities remains to be seen. I believe it can.

The advertiser who refrains from using the Saturday issue of our evening newspapers, as a matter of fact, saves nothing by doing so, for the rate he pays for five days of necessity must be high enough to cover the losses on the Saturday issue which goes out without his copy.

The idea that the advertiser's appeal will not hold over Sunday is exploded by the marvelous results we recently secured for those who advertised in our Saturday issues. Then again the successful experience of Marshall Field & Co., in Chicago; Jordan, Marsh & Co., Boston, and John Wanamaker, New York and Philadelphia, who do not use any Sunday advertising, provides interesting food for thought.

In New York, John Wanamaker, Macy & Co., Gimbel Brothers, and others use Saturday institutional copy in our Saturday papers to good advantage. It is up to the newspapers to make their Saturday issue a better seller than those of the other five days, and then show the merchants what they are missing by not using the space they pay for whether they use it or not.

In many newspapers in the smaller cities, advertising rates are based on the use of a minimum of space every day in the week. This is a mighty good remedy to force the advertisers to pay for the continuous service a newspaper must render. If guaranteed such a fixed minimum, the newspaper, knowing what stated revenue it may depend upon, can often adopt a lower rate than under bulk contracts useable at the pleasure of the advertiser.

The merchant who recognizes that in order to secure maximum trade he must seek to beat last year in every department, and render service every business day in the year, should be the first man in every community to realize that advertising from the newspaper standpoint is one with cost based primarily on traffic, just the same as the profits from sales in his store.

If our newspapers were a bit more frank in their business relations with their larger customers, and willing to do business on the basis of cost plus a reasonable profit, it would be much easier for them to perfect and maintain more cordial relations with the larger advertisers. Where the relation is, "Get all you can" on one side and "Buy as cheaply as you can" on the other, conditions are always strained.

I am opposed to the use of any picture or rotogravure sections for Saturday newspapers because of the difficulties involved in stuffing them; because they add a cost which cannot be legitimately met; and because they are not part of the newspaper. It is easy to allow oneself to be talked into thinking that a few hundred or thousand dollars' worth of such advertising will be profitable.

When we operate on the cost system we get suspicious of every offer of business until we have had an opportunity to carefully investigate each case. Most of us know that only a very small part of every dollar coming in over the counter as absolutely net for advertising may be safely counted as profit.

BETTER RESULTS at Lower Working Temperatures

Wilke's Type Metals being 99-92/100% Pure work at lower temperatures than other metals. The saving in Gas and Electrical consumption, wastage from excessive dross, labor and time, are big items to be considered in every newspaper office. Wilke's Type Metals are used by the best printed papers because the QUALITY is always UNIFORM and DEPENDABLE. No better type metals than WILKE'S are produced.

WILKES TYPE METALS

Works successfully at lower temperatures than other metals. Insures solid type, slugs, and solid stereos free from sinks and pin holes.

WILKES TYPE METALS

Write today for prices and details for your Type Metal requirements. Wilke's Type Metals will reduce your costs materially.

Convenient Warehouses. Quick Deliveries.

METALS REFINING COMPANY
HAMMOND, IND.

June 1923

the BIGGEST June in the history of

THE DAILY
ST. LOUIS STAR

in

National Advertising

With a Gain of 12,810 Agate Lines Over June, 1922.

National Advertising Representatives
STORY, BROOKS & FINLEY
New York Chicago Philadelphia St. Louis
Los Angeles San Francisco

PROTECTING YOUR INVESTMENT

TRADE LINOTYPE MARK

LEADERSHIP

Every development of the slug composing machine from the first idea of the circulating matrix to the present quick-change, multiple-magazine text and display machine has been a Linotype achievement. The Linotype Company maintains organized departments that do nothing else except work ahead to keep the Linotype user in the front of the printing business.

PERFORMANCE

Linotypes are in active operation today after more than a quarter-century's steady use. Many are in use in remote places. Linotype resources have been invested without stint in factories and equipment to care for the needs of the printing business for years to come.

SERVICE

The more than 45,500 Linotypes throughout the world are supplied through Linotype sales and supply organizations that serve four-fifths of the world's printers and publishers.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

UNITED PRESS

Henry L. Farrell

Henry L. Farrell, United Press Sports Editor, scored again at Shelby. The fact that Gibbons stayed 15 rounds with Dempsey did not upset his predictions. Farrell's stories before the fight sized up the two men correctly.

United Press papers throughout the country scored impressive beats on the day of the fight, being far ahead of their oppositions with Farrell's descriptive story.

UNITED PRESS

WORLD BUILDING

UNITED NEWS

Westbrook Pegler

The United News ***did not*** announce the Dempsey-Gibbons fight as called off on the morning of July 3rd. Morning papers receiving United News were furnished an accurate report of what was transpiring in Great Falls and Shelby.

The stories of Westbrook Pegler before the fight and on the fight were sport classics.

ASSOCIATIONS

NEW YORK

OUR OWN WORLD OF LETTERS

Edited by JAMES MELVIN LEE

Director Department of Journalism, New York University

A WESTERN NEWSPAPER MAN has written me that he has heard so much in praise of the press of England that he wonders whether the journalism of that country has any faults. He makes a definite request for a book of attack.

If an attack is what he wants he will find it in "The Free Press," by Hillaire Belloc (George Allen & Unwin, Ltd., Rusking House, 40 Museum street, W. C. 1, London.

Some American critics of the press in this country have doubtless found tips in this little volume by Mr. Belloc. In reality it is simply an essay which hardly fills a hundred small pages, even when the lines are double spaced and all sorts of divisions-including letters, Roman numerals, and Arabic numerals—strung along in the text in order to increase the length.

* * *

A BOOK OF LITTLE MASTERPIECES by a great newspaper man correctly describes "The Editorials of Henry Watterson" (George H. Doran Co.), compiled with an introduction and notes by Arthur Krock—for many years managing editor of the Louisville Courier-Journal, of which "Marse Henry" was editor-in-chief.

Most of these editorials deal with political campaigns and personalities. In dealing with men and matters of moment, Watterson always had something striking to say. With his picric pen he seldom hesitated to criticise his own party. He once justified such conduct by this couplet, which went the rounds of the press:

"Things have come to a Hell of a pass
When a man can't wallop his own jackass."

But I would not want to give the impression that Watterson was only interested in politics, and so I would like to call special attention to his editorials on "Thackeray and His Detractors" and "The Shakespearean Controversy."

I quite agree with Mr. Krock when he speaks of the book as follows:

"The reader will find revivified in these writings the events of a half century of world history. He will see occasions restored; he will behold the conflict and hear the din of political campaigns that once divided the nation. The memory of forgotten wars will return to him, and at the brilliant touch of a dead hand the heroes of three generations will walk in procession before him. It is 50 years in mortmain."

Reviews in other periodicals will doubtless express critical comment of the book in general. I want to confine my remarks to the section entitled "Professional," in which Watterson gives his views about newspaper making, and incidentally interviews himself in his satirical editorial, "Every Man His Own Boswell."

For an issue of November, 1908, when the Courier-Journal was forty years old, Watterson wrote an editorial of distinction. In it he discussed the princples which guided his editorial career. I note also the following epitaph for the rival sheets which the Courier-Journal had seen interred in the newspaper cemetery of Louisville:

"The succeeding penny-whistles that sought to pepper it (the Courier-Journal) with mustard seed, and generally in the afternoon, proved laughable to the public without so much as ruffling its equanimity."

In the same editorial he frankly admitted that the death of his own weekly edition in the Free Silver fight was his newspaper's "one indisputable mistake."

"Personal Journalism" ought to be for the readers of EDITOR & PUBLISHER a vade-mecum. Nothing that Watterson wrote on journalism is worth more careful perusal. One can almost see Watterson at his desk when he wrote the following paragraphs in that editorial:

"To the newspaper drudge the futility of all newspaper writing must often edge its way into his tired fancy. The best of it seems so quickly swallowed by the ocean of currency, like waves upon the beach, each day succeeding the other to efface its existence. Words, words; even thoughts, thoughts; what does it matter?

"Yet to those of us who live, move and have our being in the grind of daily journalism and in none other, it matters a great deal; so that, after a bit of rest—a night of sleep—under the spur of the news of the morning—maybe under the inspiration of some principle, or dogma, or measure—we take up the pen again, and rush along the page, and blot out and interline and read the proof and revise it amid the glow of the effusion and the glare, if not the glory, of print, inwardly exclaiming, 'Now that is something like!' to see the poor, ephemeral thing, as a skyrocket, come down like a stick, its coruscations lost forever in the darkness of illimitable space."

A little later in the same editorial he mentions how many of the great newspaper properties were passing into the ownership of corporations or estates, and points out that, as a consequence, the opportunities for individualism are gradually becoming less and less. Of the new relations existing between the Editorial Rooms and the Counting Room, he went on to say:

"Authority must be lodged somewhere. In the person of a visible editor, it seemed to carry with it a certain guarantee wanting to the impersonal and anonymous; but, there is no reason why the Counting Room, conducted with integrity on business principles, should not render the public equally valuable and disinterested service. There needs to be a perfect understanding and agreement between the Editorial Room and the Counting Room if good results are to follow, either to the people or the paper. Because of the change from individual to family, or corporate ownership, the modern trend, undoubtedly, inclines toward the Counting Room. He who holds the purse commands the sword. The great journal of the future may be as exact, as metallic and as rayless as a banking institution, dealing exclusively in news, editorializing a lost art."

Fortunately, he did not end his editorial with this quotation. He continued:

"Primarily the Daily Newspaper is the History of Yesterday. If it should perform this function simply, having no other end in view, its value to the community would be priceless. Intelligent readers, intrusted with the facts and unhindered by pressure, could reach their own conclusions. But, as a rule, the Daily Newspaper accepts no such limitation. It sets up for a Teacher as well as a Historian. It would influence—'mould,' I believe, is the word—public opinion; yet it is not always the public—too often it is some private—interest, which colors its narrative and shapes its oracles, fitting the one into the other, without that sense of accountability to God and Truth which ought to lie at the bottom of every man's purpose, and which does lie at the bottom of every good man's heart. Here is where personality, direct, individual responsibility comes in."

One cannot fully understand this book composed of editorials unless one has an appreciation of how Watterson regarded the editorial page. Here it is:

"The Editorial Page is valuable in the degree that it aids the reader to digest the news. Under the changed conditions it is becoming, if it has not already become, a rather useless appendage—not even ornamental—reminding one of those clusters of artificial flowers which at the more pretentious railway eating houses are supposed to decorate the tables and to deceive the wayfarer. Yet ought it, after the exhilaration—the distractions and excitement—of the News pages, to be as a raised dais in the center of a great hall, a seat of power and charm; an elevation from which to survey the passing show, having its lights adjusted the better to set forth this passing show, and its ready chorus to explain it.

"An Editorial Page thus conceived and executed could not fail to impress itself upon the thought of the time at once an influence and a feature, an arm of the service and a commercial asset.

"Beneath the rule of a supervision wholly adequate it would soon rival the News Departments in point of popular interest. One single editorial, embodying the rationale of the situation and appearing each day of the year, would come to be sought by intelligent readers as an essential part of their morning paper; how much more a page covering the entire range of the day's doings, dealing with each topic according to its quantum and its kind, 'from gay to grave, from lively to severe.'"

Then as a sort of after thought, Mr. Watterson added:

"Except it be thus delivered, the Editorial Page were best extinguished. To set apart a certain number of columns for the equivocal dignity of big type, to fill these columns with perfunctory matter; with matter as lifeless as dolls stuffed with sawdust; equally wanting the elements of conviction and constancy; one thing today, another tomorrow; unirradiated by any gleam of light, undiversified, even by a trick of fancy, uniform only in flippancy, or dullness is to disfigure the Page, to degrade the Editorial."

Regardless of what pedantic critics may say, the following comment is as true today as it was in 1909 when Mr. Watterson wrote the editorial to which so much attention has been paid:

"The makeup of a successful newspaper involves an autocracy. A single master-mind must preside over it. Whether this emanate from Upstairs or Downstairs, from the Editorial Room or the Counting Room, it will give to the finished product offered the public whatever of individuality, or character, it has. No great newspaper was ever established, or created, upon any other plan."

My one regret is that Mr. Watterson never put into print the views which he once expressed to me at the Manhattan Club on the subject, "Technical Instruction in Journalism." Since he did not do so, I cannot hold Mr. Krock responsible for such an omission. Because he knew Mr. Watterson so much better, I am going to let him make the final comment about this collection of editorials by his former chief:

"Throughout these articles there runs a rythmic quality of diction, which explains much of this journalist's hold upon his audience. In his youth he had been carefully educated as a pianist, but poor eyesight and an injured hand had closed that career for him. The measures pent up in his finger-tips somehow escaped into his writing, and, especially when he was composing in an invocational strain, his paragraphs become strophes and his sentences scan. From this harmonic impulse came many of the phrases with which he sublimated public issues; and his oratorical gift was intimately associated with his musical feeling. Voltaire would have disdained, as Macaulay would have admired, the Watterson style; but, whatever its place in literature, it wrought greatly with a nation."

Circulation Structure

Ask the Publisher who has taken my service.

I. U. Sears, General Manager of

WISCONSIN STATE JOURNAL

Madison, Wis.

knows and will tell.

Clifford Yewdall

A.S.A.A. (London, Eng.) C.P.A. (Indiana)

ACCOUNTANT & AUDITOR

33 WEST 42ND STREET

NEW YORK CITY

Income Tax System Auditing

Sometimes The Lily *Needs* Painting!

An A. B. C. audit tells display advertisers exactly how much circulation a newspaper has, where it is and how it was built.

But only its Classified Section can tell them what *kind* of circulation it has—from the all-important point of view of reader-interest and confidence.

Once the quantity of a newspaper's readers is truthfully determined, the National Standard methods of Classified Advertising promotion establish the quality and actual value of these readers to national and local merchandisers.

Healthy Classified Advertising is the only outstanding proof of real reader-buyer interest. We have built this kind of Classified on over one hundred newspapers in this country and Canada.

Newspaper executives who understand the value of Classified Advertising will be interested in our booklets. We shall be glad to send them.

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising Counsellors

Otis Building Philadelphia

How NEA Scored Its Tremendous Beat on Shelby Fight Pictures

ELEVEN planes leaped into the air shortly after Jack Dempsey defeated Tommy Gibbons, July 4. They started the most thrilling contest of modern newspaperdom—the Fight Picture Marathon from isolated Shelby, Montana, to New York and other centers of population.

It was a race of aces. Every important picture and feature service was entered in the great competition.

And NEA Service planes won in every single instance.

NEA planes were first into Chicago, Cleveland and New York with fight pictures. NEA planes were first into every relay point in every direction.

Smith

The record NEA established stands out as one of the most astounding of newspaper scoops; a nation-wide beat!

All is summed up in one word—ORGANIZATION.

NEA planned to meet every possible emergency. As a result:

NEA was prepared to battle the storms, lightning and heavy rains that suddenly menaced the east-bound planes, even before they were out of Montana.

NEA, like every other service, lost planes—but, as NEA had supported these with other planes, it carried on when others were forced out.

NEA's plans provided for the best pilots available. As a result, NEA planes fought through five storms and alone reached New York.

NEA's organization made it possible to print pictures at Williston, N. D., during the fury of the storm.

One of NEA's special trains, at this point, enabled NEA's pictures to speed eastward through gales and torrents no plane could withstand.

NEA's foresight resulted in a fresh plane meeting this train just beyond the storm area, to rush the pictures into Minneapolis and St. Paul for the Thursday afternoon papers—a clean beat.

An NEA relay plane, waiting at Minneapolis, took up the flight, and, after battling a severe storm in Wisconsin, was first in Chicago with fight pictures.

NEA selected W. L. Smith, the noted pilot, for the dash from Chicago to Cleveland, and the final lap in a Curtiss Oriole—into New York. Thereby, NEA's plane outdistanced another storm, and fight pictures reached New York 42 hours after Dempsey's hand was raised at Shelby in token of victory.

While NEA planes were winning this dramatic transcontinental battle, NEA's organization was spreading the victory elsewhere.

NEA planes were rushing prints to Salt Lake City, to Spokane, to Los Angeles, Omaha and Kansas City, making pre-arranged connections. At Great Falls, Helena, Salt Lake City, Omaha, St. Paul, Kansas City, Chicago, Cleveland and New York, NEA crews issued special mat services on the fight, rushing these to all clients by airplane, air mail, special train, mail train and courier.

This epic of the air adds a romantic, colorful chapter to the story of news-picture distribution. In the final analysis, however, it is but another example of NEA Service organization—thorough-going, painstaking, far-reaching organization that has made it supreme in the newspaper feature field.

NEA

NEA SERVICE, INC.

NEA

1200 WEST THIRD ST., CLEVELAND, OHIO

Producing Plants

NEW YORK CLEVELAND

NEA SERVICE

NEA Staff at Shelby

1923 JUL 6 PM 4 53

CD 26 42 BLUE 4 EXTRA
ST PAUL MINN 6 1256P

NEA SERVICE INC CLEVELAND OHIO

HAVING BEEN NEAR THE FIRING LINE I CAN REALIZE THE DIFFICULTIES NEA UNDERWENT IN BEATING THE WHOLE COUNTRY ON FIGHT PICTURES MY HEARTIEST CONGRATULATIONS AND THANKS NOT ONLY FOR PICTURE SERVICE BUT FOR WONDERFUL COVER OF WHOLE AFFAIR

HOWARD KAHN EDITOR STPAUL DAILY NEWS.

1923 JUL 7 PM 3 38

AB367 44 BLUE
LOS ANGELES CALIF 7 121 OP
NEA SERVICE INC 1200 WEST THIRD ST CLEVELAND OHIO

NEA FIGHT PHOTOS SCORED TWENTY FOUR HOUR BEAT FOR RECORD WITH NO OTHER PICTURES YET PUBLISHED. CONGRATULATIONS.

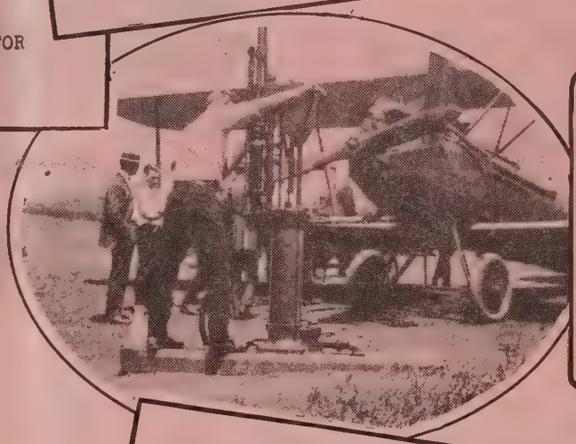
JACK JUNGMEYER.

JB1734 1923 Jul 7 AM 956
CA CINCINNATI OHIO 7 828A

NEA SERVICE INC 1200 WEST THIRD ST CLEVELAND OHIO

THOUGH CLEVELAND CINCINNATI FLIGHT WAS SLOWED UP BY STORMS WE RECEIVED FIGHT PICTURES IN TIME TO MAKE FINAL PINK AND SCOOPED THE TOWN NEA DID A FINE JOB IN THE FACE OF GREAT HANDICAPS

ELMER P FRIES
EDITOR THE CINCINNATI POST



Fresh oil and gas en route

AB49 49 NL 1923 JUL 7 AM 2 58
SANFRANCISCO CALIF 6
NEA SERVICE INC 1200 WEST THIRD ST CLEVELAND OHIO.

LOOKS LIKE TWENTY FOUR HOUR SCOOP HERE OUR MATS FROM SALT LAKE ARRIVED LAST NIGHT STOP NO COMPETITION HAS HAD PICTURES YET AND NONE ARRIVED BY AIRMAIL JUST IN STOP

A.H FREDERICK.

Part of NEA's photographic staff.

1923 JUL 6 AM 11 35

AB176 COLLECT DPR
OMAHA NEBR 6 957A
NEA SERVICE INC CLEVELAND OHIO

EVERYTHING IS ABOUT OVER HERE BUT THE SHOUTING STOP HAVING BEATEN OPPOSITION INTO STPAUL AND NOW INTO OMAHA AND KANSASCITY YOUR STUNT STANDS OUT AS AN ABSOLUTE BEAT ON EVERYTHING EAST OF SHELBY

NEAL JONES MANAGING EDITOR DAILY NEWS.

250 G DO 48 COUNT QX AND KO 342P

PS PITTSBURG PA JUL 6-23

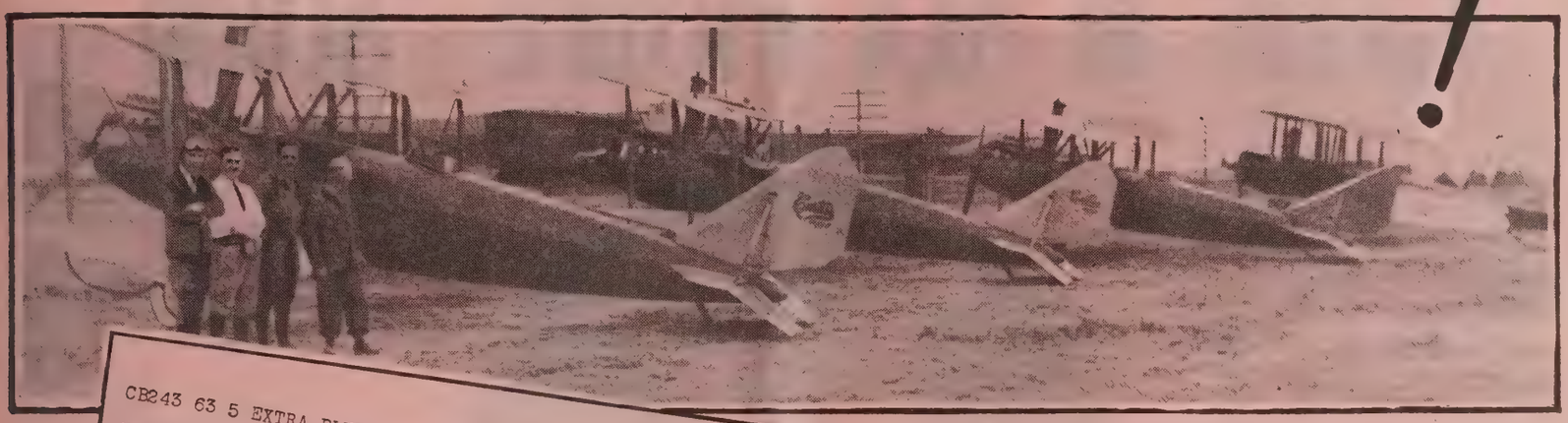
NEA SERVICE INC 1200 WEST THIRD ST CLEVELAND O

PRESS HAD SCOOP ON FIGHT PICTURES ONLY PITTSBURG PAPER CARRYING THEM TODAY THANKS FOR NEA'S FINE SERVICE.

J D CHYDESTER
THE PITTSBURG PRESS

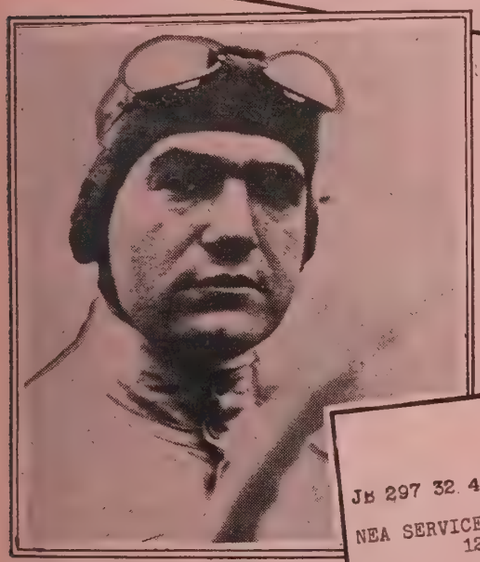
NEA

MAKES HISTORY!

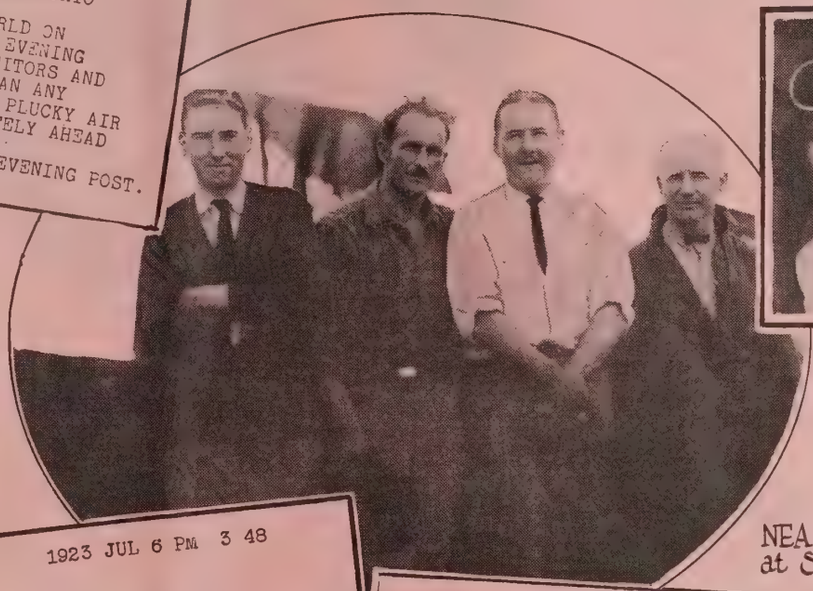


NEA Planes at Shelby.

CB243 63 5 EXTRA BLUE 1923 JUL 7 PM 1 10
CHICAGO ILL 7 946J
NEA SERVICE INC 1200 WEST THIRD ST CLEVELAND OHIO
CONGRATULATIONS TO NEA UPON BEATING THE WORLD ON DEMPSEY GIBBONS FIGHT PICTURES THE CHICAGO EVENING POST WAS ON STREETS HOURS BEFORE ITS COMPETITORS AND ITS PHOTOGRAPHS OF THE FIGHT WERE BETTER THAN ANY PUBLISHED HERE WE EXTEND OUR COMPLIMENTS TO PLUCKY AIR PILOTS WHO BROUGHT THE NEA PLANE THROUGH SAFELY AHEAD OF ALL RIVALS
CHARLES A SEGNER MANAGING EDITOR CHICAGO EVENING POST.



Ralph de Palma who helped NEA's beat at Kansas City.



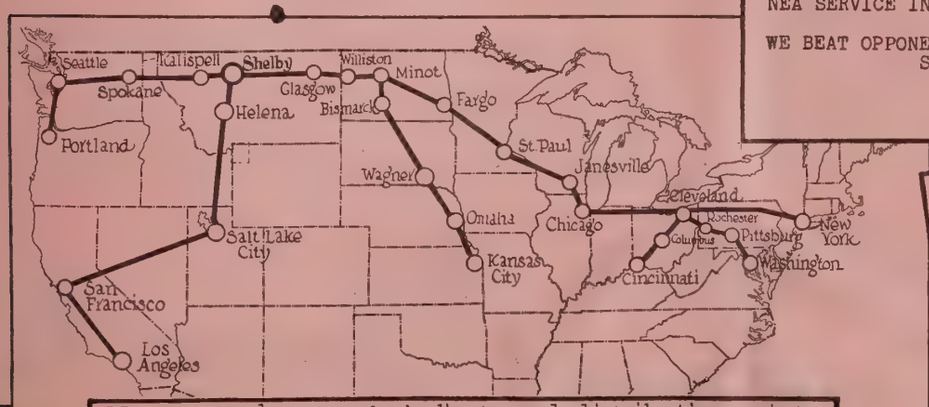
NEA Flyers at Shelby.

Harry Quinn, NEA Pilot

1923 JUL 6 PM 3 48
JB 297 32 4 EXTRA JO KANSASCITY MO 6 225P
NEA SERVICE INC 1200 WEST THIRD CLEVELAND OHIO
THANKS TO YOUR AIRPLANE SERVICE WE ARE SCORING A CLEAN BEAT OVER OPPOSITION HERE WITH FIRST PICTURES OF DEMPSEY GIBBONS FIGHT GREAT STUNT CONGRATULATIONS TO NEA
DICK SMITH MANAGING EDITOR KANSASCITY POST.

1923 JUL 7 PM 3 15
GC591 12 1 EXTRA GH BALTIMORE MD 7 248P
NEA SERVICE INC 1200 WEST THIRD ST CLEVELAND OHIO
CONGRATULATIONS ON WONDERFUL SERVICE FIGHT PICTURES ENABLED US CLEAN UP LOCALLY
KEMLE BALTIMORE POST.

F76C NW
SPOKANE WASH 1232P JULY 5 1923
NEA SERVICE INC CLEVELAND OHIO
WE BEAT OPPONENTS HERE WITH NEA FIGHT PICTURES.
STARMOUNT EDITOR THE PRESS.



1923 JUL 7 PM 1 28
WA121 52
WASHINGTON DC 7 1250P
NEA SERVICE INC CLEVELAND OHIO
SCORED A CLEAN SCOOP ON DEMPSEY GIBBONS FIGHT PICTURES HERE STOP WONDERFUL WORK BY NEA SERVICE
HERBERT WALKER
MANAGING EDITOR WASHINGTON DAILY NEWS

How NEA photos reached clients and distribution points by airplanes, special trains, automobiles and couriers—

NEA

Courage of Airplane Pilots Big Factor in NEA Picture "Scoop"

DOGGED determination, grit, and a heroism transcending even the gameness of Dempsey and Gibbons—of such is the story of how Pilot Chester Jacobson, NEA's "pinch hitter" came through with the pictures of the big fight, despite rain, storm and breakdowns.

Jacobson

This fearless airman, alone, came through North Dakota out of the eleven who started east from Shelby. How he did it is an even more thrilling tale than that of the fight.

Leaving Shelby to "back up" earlier NEA flyers, Jacobson was quickly caught in the storm. High winds menaced and pitched his ship. Lightning flashed around him, and torrential rains poured. But Jacobson carried on.

All along his flight toward Williston, N. D., Jacobson passed disabled planes. At Glasgow, Mont., he saw through the rain a disabled NEA plane. Landing nearby, Jacobson took this plane's pictures. Then he took to the air again and fought eastward through more rain and lightning, over territory marked with prostrated trees and disabled planes.

It was pitch dark when Jacobson reached Williston at midnight—but he came through close to schedule, and was the only eastbound flyer to do so!

That is some achievement—but that is not all. Four hours of sleep while prints were being made, and Jacobson was off again. This time, he flew through his third storm to Minot, N. D., backing up NEA's storm-wracked special train, which rushed pictures east to a plane waiting beyond the storm area.

This fight finally won, Jacobson started — to bed? no—toward Omaha! Again a storm swept him, and he was forced down at Bismarck. But Jacobson wasn't through. Five hours later, he took to the air again — only to be forced down at Wagner, S. D.

Sleepless and hungry, many would have quit. Not Jacobson. He reached Omaha the morning of July 6 with magneto trouble—but first with pictures!

Thirty-six hours of almost continuous flying in stormy weather was ended at Omaha. Jacobson, however, repaired his magneto and reached Kansas City by noon—again first with pictures!

Similar determination marked the flight of Kenneth Unger from Shelby to Salt Lake. Forced down by a storm at Helena, Unger took the air again, beat NEA's special train into Salt Lake and enabled NEA to catch the westbound air mail with mats for all Pacific Coast clients—another monumental beat!

Nick Mamer, another NEA pilot, was driven from the sky by a storm near Kalispel, Mont., but he put NEA pictures first into Spokane and enabled couriers to start them toward the Pacific Northwest papers in record time, as well as start couriers for Portland and pictures to be flown down through California to supplement the air mail consignment from Salt Lake.

Just as its flyers were spurred through danger and hardship by the "get there" spirit, so does NEA Service daily surmount obstacles in its successful mission of supplying newspapers with the best feature service obtainable at any price.

NEA

NEA SERVICE, INC.

1200 WEST THIRD ST., CLEVELAND, OHIO

NEA

Producing Plants

NEW YORK CLEVELAND

PRESS AGENT SLURS GEORGIA EDITORS

Newspaper Association Head Calls Attention to Offensive Campaign of One Frank C. Gilreath, Atlanta

The Georgia Press Association has aroused the ire of one publicity agent in its fight against those who ask persistently through a paid representative for free space in the newspapers. Frank C. Gilreath, a publicity agent in Atlanta, who has numbers of clients, including colleges, a former United States Senator, a present United States Senator, and office holders or seekers of office in Georgia galore, has tried to belittle the work of the Association in calling attention to the fact that publicity agents are making the newspapers of Georgia the goat for putting over schemes for which the agents get paid.

W. G. Sutlive, president of the Georgia Press Association, has issued the following circular to the members of that body:

SAVANNAH, Ga., June 12, 1923.

"To the Members of the Georgia Press Association:

"I direct your attention to the following which has been sent out by Frank C. Gilreath, head of the Gilreath Press Syndicate, to a large number of newspapers of the state:

"'Personal Note to Editors—The attention of this news syndicate has been called to the activities of a small-town editor, who is seeking by personal communications and otherwise to engender prejudice against this service. No importance is attached to his effusions, either by the recipients or by Mr. Gilreath, to whom they were referred, and mention is made of the would-be reformer only for the purpose of showing that for ways that are wasted and tricks that are futile he is entitled to the leather medal. It is hardly necessary for this service to point to the fact that the general run of editors throughout Georgia and the South—who have accepted and used our matter for nearly a score of years—are possessed of sufficient intelligence and ability to conduct their publications according to their own ideas, without advice from the small-town editor taking the role of censor.

"'Gilreath Press Syndicate.'

"This is brazen effontry on the part of this spieler for space. The campaign against the free and unlimited use of newspaper columns on the part of those who pay Mr. F. C. Gilreath to deadhead their notices into the papers of Georgia has been undertaken by a committee representing the Georgia Press Association. This committee was appointed under authority granted at the Savannah meeting. The purpose is to try to do something to keep a large number of people from paying to those outside the profession for services the newspapers are expected to perform for nothing.

"The best evidence that we are getting under Mr. Gilreath's shirt is found in this wail, and an effort to belittle the work of the committee.

"I earnestly urge that you give Mr. M. L. Fleetwood and his committee every encouragement possible in breaking into the ranks of those who live well on the money they deny the public press, and especially the weekly press of Georgia.

"Keep this in mind: Mr. Gilreath does nothing without being paid for it. His clients are fooled into believing they get real service for the money they pay him.

"The thing to do is to take a united stand to let them know that the work of Mr. Gilreath is offensive to the newspapers, and that his continued employment will work to the disadvantage of those who employ him.

"I consider Mr. Fleetwood and his committee engaged in the most important work any committee has ever undertaken in the name of the Georgia Press Association."

IS HE KIDDING THE EDITOR?

Oregon Writer Compiles Book of Magazine Rejection Slips

Letters and slips of rejection from publishers may be made into a very readable volume, as has been demonstrated by Ernest J. Haycox, a senior in the University of Oregon. He has compiled such a book from communications received over a period of years and has presented it to Professor W. F. G. Thatcher of the Oregon School of Journalism.

Professor Thatcher is going to use the book in his classes on short story writing to impress the student that there is no royal road to literary success. While Haycox for a long time received nothing but rejections, he has recently been landing his manuscripts with great regularity. As an introduction to his book, which contains many slips and 41 personal letters from editors, Haycox wrote:

"A few browsings through this collection will forever abolish gunshyness. Herein is embalmed that sweet swan song which every writer knows by heart: 'The editors thank you for your kindness in submitting "Passionate Potatoes," but regret that they have not found it adapted to the Midnight Murmur. This in no way implies a lack of merit.'

"'This in no way implies a lack of merit.' Who said editors were cruel?

"Let the collection grow. Let it be the proud boast of Oregon writers that they have actual, bona fide, written rejections from every magazine in America. For, once having broken through and disposed of a yarn for cash, they can brag to the ceiling of the world about their early disappointments and likewise and so forth."

Montreal Paper Club Elects

At an adjourned meeting of the Montreal Paper Club, the following officers were elected on June 27: A. L. Dawe, president; S. Rodier, vice-president; E. Beck, Mr. Home and T. Reynolds, directors; E. Beck, honorary secretary and treasurer.

New Railroad Magazine

The Missouri Pacific Magazine for employes of the Missouri Pacific Railroad is to appear at St. Louis soon. It is the first official publication of the railroad. E. H. McReynolds is the publisher and editor.

"THERE WERE no linotype operators and proofreaders in King Solomon's day to spoil his paragraphs," growls the Eugene (Ore.) Daily Guard.

* * *

CHARLIE TOWNSLEY, associate editor of the Great Bend (Kan.) Daily Tribune, is said to be the bravest newspaper man in Kansas. He is the only employe of the paper who will take any society items over the telephone. If Charley isn't there, the society inclined folks have to write out their story and send or bring it to the Tribune office.

The Tribune carries the following at the head of the society columns every day:

"Club reports will be taken over the phone by Mr. Charles Townsley only. Phone x4. A great many errors get into phone reports and he is the only person willing to take the responsibility for their correct interpretation. It would be much more satisfactory to both the club members and to the paper if these reports will be written out by the club reporters and sent on as copy. All reports must be in not later than 10 A.M. to insure publication the same day."

* * *

THE LARNED (KAN.) CHRONOSCOPE, founded March 18, 1878, claims the unique distinction of being the first paper in the United States by the name of the Chronoscope to have its name copyrighted, and also the fact that there is but one other paper of a similar name in this country after 45 years.

Colonel Henry Inman, founded the Chronoscope. He called it the Enterprise at first, but this did not suit the brilliant and somewhat erratic newspaper man, so he coined the new name. Col. Inman thought so much of his choice that he had it copyrighted.

Evidently there was no stampede to use the choice name, for the copyright expired long ago and only one other paper, at Alene, Okla., has the name at its masthead.

Prosperity's home-town—

LOS ANGELES!

THERE are more automobiles in the State of which Los Angeles is the fountain head of bank-accounts, than there are in New York!

Los Angeles city and county bought $35,000,000 worth of autos in the first six months of 1923—40,658 of 'em!

Does that suggest a campaign to you—on accessories, cosmetics, hairnets—or a thousand other things used when folks go motoring.

46 new industrial concerns sprang up in Los Angeles during the month of May; 191 of them since the beginning of the year.

They vary from huge ice cream plants to boiler works and motor truck factories.

What can you sell their workers? Overalls, work-shirts and everything else from flapjack flour to flivvers.

Based on the Government's ratio of 4.4 persons to a home and the rate at which new homes are springing up here, there'll be 1,000,000 people in Los Angeles by December.

At least 43,000 new dwellings will be erected in this Pacific Southwest metropolis in 1923.

Population is mounting steadily at the rate of 16,000 a month! You know YOU want to come out here yourself; well, others are DOING IT!

These new people need furniture; they need to be introduced to food products they didn't get back home; they need clothes.

Advertise in the all-year market, where people are outdoors for twelve months and where everyone has money to spend. Nobody buys merchandise in the parlor at home.

Big Circulation is irresistible!

325,000 Sunday **150,000 daily**

Los Angeles Examiner

Broadway at Eleventh—Los Angeles

Publishers: Orchard and Farm

Offices: New York, 1819 Broadway. Tel. Col. 8342.
Chicago, 915 Hearst Bldg. Tel. Main 5000.
San Francisco, 571 Monadnock Bldg. Tel. Garfield 3858.

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Making new contracts for American Products Corporation (Nu-Shine).

W. L. Brann, Inc., 11 East 43d street, New York. Placing one page twice in farm papers for Montgomery Ward & Company.

Burns-Hall Advertising Agency, Merrill Bldg., Milwaukee. Using 675 lines, 5 times for the Western Oil Refining Company.

Campbell-Ewald Company, General Motors Bldg., Detroit. Will start newspaper institutional campaign for the Nebraska Buick Company.

Chappelow Advertising Agency, 1709 Washington avenue, St. Louis. Making new contracts for the Harris Polk Hat Company.

Critchfield & Company, Fuller Building, New York. Making yearly contracts for the Firestone Tire & Rubber Company.

D'Arcy Advertising Company, International Life Building, St. Louis. Placing 2700 lines for the Missouri Pacific R. R.

Dudley, Walker Company, 122 S. Michigan avenue, Chicago. Issuing contracts and copy on Chicago & Alton railway, and copy in Michigan towns on Graham & Morton, Chicago.

Richard A. Foley Agency, Terminal Bldg., Philadelphia. Making 1652 line contracts for Wm. H. Luden.

Fox & Mackenzie, 1214 Locust street, Philadelphia. Placing 2492 lines for the Atlas Portland Cement Company.

Charles H. Fuller Company, 629 S. Wabash avenue, Chicago. Sending copy to Michigan papers on "Buddy Brooks Talcum Powder."

Gardner-Glen Buck Company, 1627 Locust street, St. Louis. Making 5,000 line contracts for Corina Cigar.

Gray Advertising Company, Gray Building, Kansas City, Mo. Placing 14 lines 26 times for M. B. Smith.

Charles C. Green Agency, 15 West 37th street, New York. Making new contracts for M. J. Breitenbach (Gude's Pepto Mangum).

Guenther-Glaze Advertising Agency, Felix-Jenkins Bldg., St. Joseph, Missouri. Placing 420 lines twice for the Leo Greenwald Vinegar Company.

Guenther-Bradford & Co., Tribune Bldg., Chicago. Making 3,000 line contracts for George H. Mayr.

Green, Fulton & Cunningham Company, 28 East Jackson boulevard, Chicago. Issuing Nash motor schedules.

J. R. Hamilton Company, 326 West Madison street, Chicago. Orders and contracts issuing to Iowa papers on Hydrox Company.

Henri, Hurst & McDonald Company, 58 East Washington street, Chicago. Expected to issue further copy on Pierce Arrow (automobiles).

Hewitt, Gannon & Co., 52 Vanderbilt avenue, New York. Placing account for the American Raylo Corporation of New York.

William A. Ingoldby Company, Chamber of Commerce Bldg., Los Angeles. Making 1500 line contracts for the Pyroform Company.

H. W. Kastor & Sons Company, 14 East Jackson blvd., Chicago. Issuing copy to small list of papers on Puritan Malt Extract Company, Chicago, Ill.

Kirtland-Engel Company, 646 North Michigan avenue, Chicago. Issuing schedules in Wisconsin towns on Manhattan Soap.

Lake & Dunham Advertising Agency, Exchange Bldg., Memphis, Tenn. Making 1,000 line contracts for ABC Trailer Trucks.

H. E. Lesan Agency, 440 4th avenue, New York. Making yearly contracts for Heineman Bros. (Lord Baltimore Cigars).

Lord & Thomas, Wrigley Bldg., Chicago. Using 5 columns, twice for the American Tobacco Company (Blue Boar Tobacco). Issuing to one paper in a town 5000 line contracts on Johnston Candy Company, Milwaukee, Wis. Have issued schedules on Brunswick Phonograph Company, Chicago. Page copy to Metropolitan cities, half page to next sized smaller cities and six hundred line copy to small town newspapers.

Lord & Thomas, 366 Madison avenue, New York. Making yearly contracts for the Sun Ray Products Company.

Harry C. Maley Company, 155 East Superior street, Chicago. Orders being issued to papers generally on International Mail Order House, Chicago, Ill.

Eugene McGuckin Company, 1211 Chestnut street, Philadelphia. Making 3,000 line contracts for the Aluminum Cooking Utensil Company.

McJunkin Advertising Agency, 5 South Wabash avenue, Chicago. Placing account for the Hide & Leather Belting Company, Indianapolis, makers of Hilab fan belts.

J. T. H. Mitchell, 331 Madison avenue, New York. Making 10,000 line contracts for B. T. Babbitt, Inc.

P. F. O'Keefe Advertising Agency, 45 Bromfield street, Boston, Mass. Making 3000 line contracts for Landers, Frary & Clark.

Osten Advertising Company, 25 East Jackson boulevard, Chicago. May do some advertising in about twenty cities for the Schoenhofen Brewing company (Green River), Chicago, Ill.

Potts-Turnbull Company, Gates Bldg., Kansas City. Using 205 lines, twice for the Portland Cement Association.

Power, Alexander & Jenkins Company, Madison Building, Detroit. Placing account for the Wills Sainte Clair Motor Car Company, Marysville, Michigan.

William H. Rankin Company, 180 North Wabash avenue, Chicago. Issuing to a small list of papers copy on "Raz-Mah Asthma Remedy," for Templeton Company, Detroit.

Sacks Company, Inc., 120 West 42d street, New York. Making 25,000 line contracts for International Proprietaries, Inc.

L. A. Sandlass, 217 West Saratoga street, Baltimore. Making 2,800 line contracts for Fruit Pudding Company.

Scheck Advertising Agency, 9 Clinton street, Newark, N. J. Making yearly contracts for the Progressive Cigar Corporation.

A. B. Schubert Fur Company, Chicago. Are planning newspaper campaign in Minnesota and Wisconsin.

Scott & Bowne, Bloomfield, N. J. Making contracts direct.

Snitzler-Warner Company, 225 North Michigan avenue, Chicago. Sending out copy on Glacier Laboratory, Springfield, Minn., to a few Southern towns.

J. Walter Thompson, 14 East Jackson Boulevard, Chicgo. Sending out copy on Aunt Jemima fall list. Copy is also being sent to daily and farm papers on raisin growers' list. May handle summer campaign for Aunt Jemima Company, St. Louis, Mo. (Aunt Jemima Pancake Flour). May handle summer campign on the Sun Maid Raisin Growers, Fresno, Cal.

Charles H. Touzalin, 7 South Dearborn street, Chicago. Has again secured account of Chicago Flexible Shaft Company.

U. S. Advertising Corporation, Second National Bank Building, Toledo. Placing 2500 line contracts for the Willys Overland, Inc.

Wells-Ollendorf Company, 7 South Dearborn street, Chicago. Issuing copy on Ideal Tire Company, Chicago.

Zimmer-Keller, Inc., Kresge Building, Detroit. Placing yearly contracts for the Rickenbacker Motor Car Company.

New Detroit Sales Agency

The National Sales Engineering Company, with offices in the Free Press Building, Detroit, is the name of a new sales agency. T. H. Regan is president, and I. C. Hamlin is sales manager. Others in the organization are A. L. Regan and M. A. Gibson.

MAGEE, FACING PRISON, KEEPS UP ATTACK

New Mexico Editor Continues His Drive on "State Machine" Despite Sentence to Year at Hard Labor

Carl C. Magee, editor of the Albuquerque, New Mexico, State Tribune, who was sentenced to serve from a year to 18 months at hard labor for the alleged libel of Justice Frank W. Parker of State Supreme Court, is continuing his attack on the alleged State "machine" which he claims has railroaded him to prison. Magee has appealed his case.

An attempt is being made to bring disbarment proceedings against Judge Richard H. Hanna, Magee's lawyer, on charges of "unprofessional conduct" preferred by Judge Clarence J. Roberts. Statewide interest has been caused by the case and Magee received the following telegram, signed by a leading physician, asking him to speak at Elida on the Fourth of July: "Five thousand Democrats and Republicans await your coming to pay tribute to the man who fights the rotten gang in the interests of the common people of the State."

In a recent editorial, Magee commented on his trial and said: "There is no prejudice against me in the courthouse at Las Vegas, which would prevent me obtaining a fair trial. Such was the decision of the Court. Yet one day my attorney left our reference books on the table in the courtroom while we went to lunch. Later when they were referred to in court, we found all the pages where markers were placed had been torn out and carried away while we were gone."

Magee was formerly an Oklahoma criminal attorney, who went to Albuquerque some years ago to benefit his wife's health. He obtained control of the Albuquerque Morning Journal and started a fight on what he termed the "State machine." Subsequently he sold the Journal and financed the New Mexico State Tribune by popular subscription. He claims for this paper the largest circulation in the State.

FINAL BALTIMORE CHANGES

Redman General Manager of American, McPherson of the News

John E. Cullen, publisher of the Baltimore American and the Baltimore News, has appointed E. B. Redman as general manager of the daily and Sunday American. Mr. Redman went to Baltimore with Mr. Cullen April 1. T. F. McPherson, former general manager of the Perry-Lloyd Jones newspapers, has been made general manager of the News.

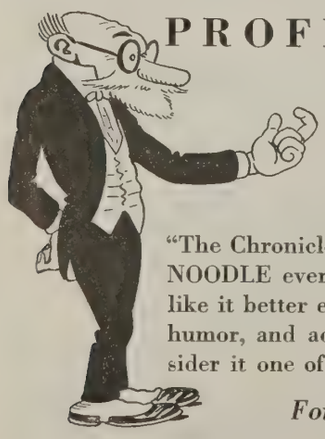
Charlie Miller has been selected by Mr. Cullen as assistant publisher and he will direct the advertising policies of both the American and News in the local and foreign fields. This completes the reorganization of the Baltimore papers under the Hearst management.

Endows Bed at Brussels

The Poor Richard Club of Philadelphia has founded a bed in the American Hospital at Brussels to be known as the Poor Richard Club Bed. The arrangement was suggested by Mrs. Suzanne Silvercluys Farnum, prominent in foreign relief work. The committee in charge of presentation was composed of Jarvis A. Wood, Theodore E. Ashe and Rowe Stewart.

Traction Company Takes Half Pages

The Philadelphia Rapid Transit Company recently took half pages in the newspapers to announce the victory won by the company over the city when the Pennsylvania State Public Service Commission handed down a decision that the rate of fare being charged by the company was not excessive and would stand.



PROFESSOR NOODLE

By Henry Steinlauf

Six days a week in 2-column Mat

Mr. C. W. Danziger, Managing Editor of The Pittsburgh Chronicle-Telegraph, says:

"The Chronicle-Telegraph has been using PROFESSOR NOODLE ever since you put it on the market, and we like it better every week. It is clean, clever, up-to-date humor, and adds variety to our comic page. We consider it one of the best of its kind."

For Terms and Samples, Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA

40-Page Edition

Any Daily Can Do This

THE Greensburg (Pa.) Record has been using the Ludlow system for setting the display ads in its enterprising daily since September, 1920.

All-Slug Forms Up to 60 Point

In April following installation of the Ludlow, this publisher got out a 40-page edition. The advertising in this edition was all-slug composition throughout, about seventy percent being Ludlow-set. In a recent letter they expressed themselves as follows:

"We are very much pleased with the Ludlow, and in fact would not do without it under any circumstances."

The Ludlow-equipped newspaper never runs out of type, never uses old type over again, never buys any new type. It gets big, bold and extended faces on slugs, as well as lesser display faces. It keeps ads standing as long as required without embarrassing the cases. Big editions can be set in advance of press day, thus dividing up the work.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

Get Close to the People of Pennsylvania

That is the only way in which to sell your product.

Generalizing through scattered circulation will not stimulate the interest necessary to create sales.

Concentration in newspaper space will produce results.

Such concentration in the columns of the newspapers listed in this announcement will carry your message "close to the People of Pennsylvania."

This Means Your Message Before The Eyes of 5,000,000 People

Consider their tremendous purchasing power.

Grasp the opportunity for sales where you have distribution. If distribution is not as complete as you desire bear in mind that these newspapers maintain service departments which will co-operate with your sales force.

Tell these people of the merchants in their own town who can supply them with whatever goods you want them to buy.

The accompanying list of Daily Newspapers in Pennsylvania goes into the homes of the people who do the buying of nationally advertised commodities.

	Circulation	2,500 lines	10,000 lines
†Allentown Call (M)	29,273	.09	.09
†Allentown Call (S)	16,749	.09	.09
†Bloomsburg Press (M)	6,750	.029	.029
*Chester Times & Republican (M&E)	14,824	.05	.05
†Coatesville Record (E)	5,369	.0214	.0214
†Connellsville Courier (E)	6,247	.0179	.0179
†Easton Express (E)	20,017	.07	.07
*Easton Free Press (E)	13,293	.05	.05
*Erie Times (E)	27,499	.08	.08
†Harrisburg Telegraph (E)	39,685	.095	.095
†Johnstown Ledger (M)	13,234	.05	.05
*Oil City Derrick (M)	6,296	.035	.035
†Pottsville Republican and Morning Paper (E&M)	14,114	.07	.06
Scranton Republican (M)	32,180	.12	.10
†Scranton Times (E)	37,748	.12	.10
*Sharon Herald (E)	5,391	.021	.021
†Sunbury Daily Item (E)	4,216	.021	.018
*Warren Times-Mirror (E&M)	8,115	.036	.036
*Washington Observer and Reporter (M&E)	16,378	.06	.05
†West Chester Local News (E)	11,297	.03	.03
*Wilkes-Barre Times-Leader (E)	22,577	.08	.05
†York Dispatch (E)	17,364	.045	.045
†York Gazette and Daily (M)	17,006	.045	.045

*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

HIGHER STANDARDS URGED FOR REPORTERS

(*Continued from page* 8)

start towards a higher standard of reportorial service. The Washington and Lee School of Journalism and the effort to interest the news and editorial departments of the association's membership in the association bulletins are parts of this effort. I hope we shall have a discussion of standards and costs in the news and editorial departments, that will lay the foundation for future results.

"My observation convinces me that one of the weak spots, perhaps the weakest spot, in the newspapers of the South is in the reportorial service. There are, of course, a number of capable reporters on Southern newspapers, and it is safe to say that the publisher, rather than the managing editor or the reportorial personnel, is mainly responsible for this defect.

"There is not, in my opinion, the proper appreciation on the part of the average newspaper publisher of the real value of the high class reporter, and the compensation offered for reportorial work is rarely sufficient to attract first-class material.

"Many newspapers pay compositors more than they pay reporters, and yet the reporter is one of the most important means of contact between the publication he represents and the public. He performs a function that is much more than mechanical, and that may vitally affect the attitude of the public towards his publication.

"A definite course by this organization, looking to a higher standard of reportorial service, would, in my opinion, be, not only a service to its membership and the communities they represent, but also the pursuit of sound business policy.

"It has seemed to me that the first step in this direction is a clear understanding of the comparative costs in the different departments of newspaper production and a more accurate sense of proportion. I have cherished the idea, perhaps a delusion, that if publishers had brought to their attention information of a definite character as to the relative costs of the purely mechanical and what ought to be the brain work of newspaper production, they might place a little higher value upon the latter.

"The subject of the relations between the advertising agency and the newspaper has been one of the most important considered by your organization during the past year. You will presently have ample opportunity for further discussion.

"I trust I may be permitted, however, to express the opinion that the very excellent work that has been done by your Special Committee points to the conclusion that the time is at hand when this and other newspaper organizations should act together for the creation and maintenance of some more authoritative method or machinery to determine the status of the advertising agency.

"The idea of a 'license bureau' that would clarify for the advertising field, as the Audit Bureau of Circulation has clarified the circulation field, has been advanced and it has met with some favor among publishers of newspapers and periodicals as well as among some advertising agencies.

"Permit me to say, as a final word, that the Southern Newspaper Publishers' Association will never measure fully up to its opportunities without a greater direct interest in its affairs on the part of the individual members. Your officers and committee chairmen, no matter how active and efficient they may be, need the assistance and moral support of the membership. They are encouraged by an evidence of interest; they are discouraged by indifference. This association can be made worth considerably more to its membership than the annual dues, but this result cannot be achieved by a few zealous committee chairmen. I make these observations not in complaint of the support and co-operation I have had. I feel sure that I have had all in this way that I have deserved, but there is, I believe, the possibility if not the demand, for a more general interest in the association's activities.

"The members of our association have reason to be proud of the position it has taken among the publishing organizations of the country, and they should be careful to see that the association fully measures up to what is expected of it. The real test of merit is in the actual service rendered. While our conventions are always agreeable from the purely social point of view, we cannot expect to maintain the organization for social purposes only. It is mainly, if not entirely, a business institution. Its right to existence rests upon a service commensurate with its cost.

"In conclusion, I desire to testify to the zeal and faithfulness with which your directors have served, and to thank them for the ready and cordial support and co-operation they have given me."

DIRECT COMMISSIONS CAN BE ENDED BY JOINT ACTION, S. N. P. A. TOLD

Special Committee, After Year's Study, Urges Such Co-operation and Condemns Concessions on Position and Merchandising and "Business Office Musts" on Publicity

CONCERTED action to end the direct commission to advertisers was urged upon S. N. P. A. members by A. G. Newmyer, chairman of the committee on advertising agency relations. Pending such concerted action, the committee recommended that no new commitments regarding commissions of this character be made by any Southern publisher. The committee, appointed last year to make a special study of the entire agency question, went into it exhaustively.

It condemned as rate-cutting any concessions made to advertisers regarding position or free publicity and recommended that all publicity be subject to the approval of the editor on the basis of news value and that "business office musts" be discontinued. It called attention to the adoption by the S. N. P. A. in 1921 of the standards of practice for merchandising co-operation formulated by the National Association of Newspaper Executives and reiterated its stand on those principles.

It defined as "national advertising" any space paid for directly or indirectly by the national advertiser and that local rate cards contain such a clause, in addition to one restricting space made on local contract rates to the use of the local advertiser. Chairman Newmyer urged reform of rate cards to the end that the spread between local and national rates be reduced or eliminated. The average difference between local and national rates of S. N. P. A. members was 73 per cent, he declared in a comment aside from his report.

The latter, in full, follows:

At the last annual meeting of the Southern Newspaper Publishers' Association, H. Galt Braxton, of Kinston, N. C., introduced the following resolution:

"Resolved, That the whole matter of agency relations be referred to the Advertising Committee in order that they might make a clearer study of it and report to the membership as early as possible."

President Stewart accordingly appointed a special committee to handle this somewhat involved problem. After considerable correspondence and conference, the committee subdivided its studies and investigations as follows:

1. Agency Recognition—its meaning.
2. Commissions—why paid; to whom payable.
3. Positions, and Free Pupblicity.
4. Co-operation.
5. Local and Foreign Rates.

Scope of Investigation

The committee devoted months to personal investigation, correspondence and study; consulting the recognized authorities on every phase of this complex subject. It desires in this manner to express its sincere thanks for helpful co-operation and extreme courtesy to the following:

James O'Shaughnessy, secretary of the American Association of Advertising Agencies.

Wilfred H. Fry., of N. W. Ayer & Son, Philadelphia.

Collin Armstrong, chairman Newspaper Committee, American Association of Advertising Agencies.

C. J. Baillet, vice-president and advertising director of the Vick Chemical Company.

John Sullivan, secretary-treasurer, Association of National Advertisers, Inc.

H. Galt Braxton, editor and manager of the Free Press, Kinston, N. C.

L. B. Palmer, manager American Newspaper Publishers' Association.

John Budd, president the John Budd Company.

John Branham, president of the John Branham Company.

Mark L. Felber, Firestone Tire and Rubber Company.

James W. Brown, EDITOR & PUBLISHER.

Harvey Young, Columbus Dispatch, Columbus, Ohio.

National Association of Newspaper Executives.

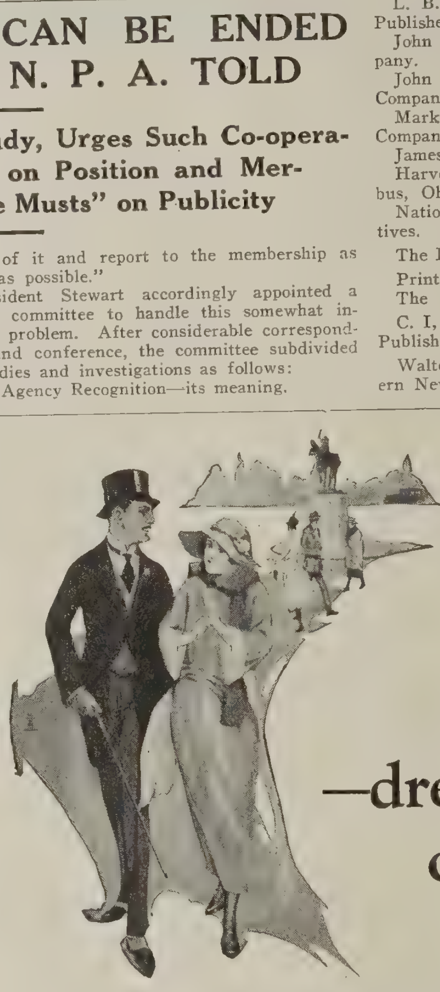
The Fourth Estate, New York City.

Printers' Ink, New York City.

The Inland Daily Press Association.

C. I, Stewart, president, Southern Newspaper Publishers' Association.

Walter C. Johnson, secretary-treasurer, Southern Newspaper Publishers' Association.

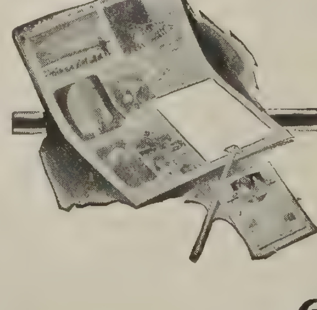


—dressing up on Sunday

APPLY human nature to your advertising.

Throughout the week you reach St. Louis through her largest daily. On Sunday another advantage is yours—the luxury of Globe-Democrat Rotogravure.

It's like dressing up in new raiment to impress St. Louis in her best mood. Your message assumes a new dignity. . . . You strengthen old friendships. You form many new ones.



Beautiful pictures, beautifully reproduced, are closing thousands of new sales every week in this responsive market.

St. Louis Globe-Democrat Rotogravure Section

J. CARR GAMBLE, *Advertising Manager*

TRAINING IN FICTION WRITING

This announcement will interest writers and beginners who need help—who have the determination and the ability to qualify in the profession of story writing. For one of our modern educational needs has been a practical, red-blooded, university-grade of training school for fictionists.

Harry McGregor has proven himself to be a genius as a fiction critic and as a teacher of fiction writers. His ability is widely recognized among publishers and professional fictionists. A few of his practical results are attested by the following statements of authors:

"As I am one of your pupils, I know you will be pleased with the following telegram which I have just received: 'Your manuscript . . . . wins grand prize of $1,000, payable October 15 per rules of contest.'" "I have sold to Metropolitan Magazine my story . . . . which you criticized for me. Here's how!" "In March three of my stories appeared." "Just had a story accepted by Sunset." "Your criticism was worth $500 to me."

Writers and beginners who want Mr. McGregor's advice or his training work should first submit one or two short stories for examination. Only talented persons can be accepted for training. Training is given either by correspondence or personally to a necessarily limited number of writers. Consultation: by appointment only. Short story manuscripts to be examined may be sent now, without fee, for a prompt, careful reading and a frank report.

Harry McGregor

6459 Hillegass Pied. 8154 J Oakland, Calif.

No. 1. Recognition—Its Meaning.

The committee conceives that it is not the function of a publishers' association to judge the comparative capabilities of advertising agencies to render service to clients, but is vitally interested in the ability of the agency to properly serve the publisher.

That in granting recognition to agents, the Southern Newspaper Publishers' Association merely expresses its belief that during the period of such "recognition" the agent is equipped and inclined to render such service to its clients as reflects creditably the value of advertising in newspapers; is financially able to promptly pay bills contracted with its membership, and is serving the S. N. P. A. by the development of prospective advertising and in the assumption of credit risks.

It is the committee's conviction that any agency rebating to a client any portion of the remuneration or differential allowed the agency is guilty of rate cuttting, and thus invites the withdrawal of the recognition and differential.

Half century ago this agency differential was granted as part payment for copy preparation and other services to the advertiser. Yet the advertiser had no voice in fixing the amount thus paid. Time has established the fact that the agent who devotes his energy to making the advertising pay the advertiser best serves the publisher, the client and himself. Additional remuneration for service of that character is logically a matter of arrangement between the agent and his client.

The agent does, however, render a distinct service to the publisher in the development of new advertising, in the assumption of credit risks, and should for that service to the publisher be rewarded by a differential in rate. No one can successfully controvert the fact that the 1,100 advertising agencies with their 2,700 solicitors have been an outstanding factor in the development of national advertising to its present great volume in America.

The so-called agency commission is not a commission in reality, it is a differential discount given for specific service to the publisher—i. e., a pro rata contribution of each newspaper to agencies for advertising development, for the assumption of credit responsibility and for the maintenance of organizations and equipment for those purposes.

Every sale must have sales effort. Every sales effort has a cost. This compensation to agents must be figured as part of the selling cost. The publisher must pay in some way for the creation of new business and for the insurance of credits.

That brings us to consideration of what is fair compensation. One recognized authority contends that the average net profit of agents for 1922 was .021 per cent. This figure, however, was "net" after the cost of service to the advertiser had been deducted. We are unable to state what the average advertiser paid these agents for services received, or if the 15 per cent publishers' commission was the only compensation this group of agents accepted.

The prevailing tendency among the larger magazines to increase commission to agents should be made a matter of record. The magazines by enlarging commissions and by contracts with agencies compelling them to retain all the commission, practically pay a substantial bonus to the agency for favoring magazines at the expense of other and perhaps less well organized classes of media.

Your committee recommends for "agency recognition":

Any advertising agency handling at least two national accounts. The committee construes any account to be "national" which on an extended schedule shall use the newspapers in a considerable part of the territory represented by the membership of this Association, with the proviso that the agency placing such advertising shall supply to the secretary of this association a detailed statement showing a surplus of at least $3,000 over liabilities at any time the secretary may call for such information.

Acting upon this standard your committee has "recognized" the following Southern agencies:

ADVERTISING AGENCIES RECOGNIZED BY S. N. P. A.

Alabama

Sparrow Advertising Agency, Birmingham.
Cox Advertising Agency, Birmingham.

Arkansas

Bott Advertising Agency, Little Rock.
S. M. Brooks Advertising Agency, Little Rock.

Florida

Thomas Advertising Service, Jacksonville.

Georgia

Sacks Company, Atlanta.
Watts, Scott & Beutell, Atlanta.
Acme Advertising Agency, Atlanta.
George W. Ford Company, Atlanta.
Dillard-Jacobs Agency, Atlanta.
Lewis & Coffee Advertising Agency, Atlanta.
*Johnson-Dallas Company, Atlanta.
Massengale Advertising Agency, Atlanta.
Harvey Advertising Agency, Atlanta.

Kentucky

Margon-Robinson Company, Louisville.
Thomas E. Basham Agency, Louisville.
G. N. Mullican Co., Louisville.

Louisiana

*Chambers Advertising Agency, New Orleans.
Ferry Hanley Advertising Agency, New Orleans.
Bauerlein, Inc., New Orleans.

Missouri

Yost-Gratiot & Co., St. Louis.

North Carolina

Walton Advertising Agency, Charlotte.

Oklahoma

Southwestern Advertising Agency, Oklahoma City.

South Carolina

Jacobs & Co., Clinton.

Tennesseee

Nelson-Chesman Company, Chattanooga.
Lake & Dunham, Memphis.
Wilson Advertising Agency, Nashville.
Southern Advertising Agency, Memphis.
J. Back Advertising Agency, Nashville.

Texas

Clifton H. Tupper, San Antonio.
Mid-Continent Advertising Agency, Dallas.
Wimberly Advertising Agency, Fort Worth.

Virginia

Staples & Staples, Richmond.
Freeman Advertising Agency, Richmond.
C. W. Page Company, Richmond.
Cecil, Barretto & Cecil, Richmond.
Virginia Advertising Service, Norfolk.
Thomas D. May Advertising Agency, Charleston, W. Va.

———

The agents marked (*) have refused financial statements to the secretary. Their records in the past have been okeh, but the committee feels that our membership is entitled to the complete facts.

No 2—Commission—Why Paid; to Whom Payable

As indicated in the foregoing, the agent is entitled to a differential for specific service to the publisher, and we are, therefore, unanimous and emphatic in the belief that the advertiser is not entitled to such differential directly or indirectly.

Your committee finds that the following advertisers receive commission direct from certain of our membership, while in other instances where commission could not be obtained direct, the business was placed at gross rates or through recognized agents.

J. C. Ayer Company, Lowell, Mass.
Walter Baker & Co., Ltd., Dorchester, Mass.

(*Continued on page 32*)

TRADE MARK
FLEXIDEAL DRY MATS
REG. U. S. PAT. OFF.

IMITATIONS and DUPLICATIONS

While our drymats have been imitated they have never been duplicated!

Satisfy yourself by trying some samples—they are yours free for the asking!

THE FLEXIDEAL CO., INC.
Sole U. S. and Canadian Distributors
15 William Street New York, N.Y.

TRADE MARK
MAXITYPE DRY MATS
REG. U. S. PAT. OFF.

During the First Six Months of 1923

The Providence Journal
(Morning and Sunday)
AND
The Evening Bulletin

carried

10,979,092 Lines

of Paid Advertising

This volume exceeds the record of any Morning, Evening and Sunday combination in New England for the same period. The reason for this splendid showing is to be found in one word

RESULTS

These influential and trusted newspapers go into practically every English-speaking home in Rhode Island and national advertisers can now buy space in the week-day issues at a special combination rate, which enables them to cover the state thoroughly at a minimum cost.

Providence Journal Co.
Providence, R. I.

CHAS. H. EDDY CO.
National Advertising Representatives
BOSTON NEW YORK CHICAGO

R. J. BIDWELL CO.
Pacific Coast Representatives
San Francisco Los Angeles

報知新聞

The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Per line.....Y	1.25
Per Column...Y	170.00
Per inch.....Y	12.50
Per page.....Y	2,000.00

The Hochi Shimbun

TOKYO, JAPAN

DIRECT COMMISSIONS CAN BE ENDED

(*Continued from page* 31)

James F. Ballard, 500 North Second street, St. Louis.
Sam H. Virchall, Vogue Company, 19 West 44th street, New York.
Booth's Hyomei Company, Ithaca, N. Y.
S. F. Bowser & Co., Inc., Fort Wayne, Ind.
Bradfield Regulator, Atlanta.
Calumet Baking Powder, Chicago.
Carleton & Hovey Company, Lowell, Mass.
Carter Medicine Company, 57 Murray street, New York.
Centaur Company, 80 Varick street, New York.
Chamberlain Medicine Company, Des Moines, Iowa.
Charles Cluthe & Son, Bloomfield, N. J.
Cornell Wood Products Company, 190 North State street, Chicago.
De Miracle Chemical Company, 1907 Park avenue, New York.
F. W. Devoe & C. T. Raynolds Company, 101 Fulton street, New York.
W. L. Douglass Shoe Company, Brocton, Mass.
Foley & Co., 2835 Sheffield avenue, Chicago.
Funk & Wagnalls, 354 Fourth avenue, New York.
Williams-Galloway Company, Waterloo, Iowa.
W. T. Hanson Company, Schenectady, N. Y.
Oscar Harrison, Esq., 1476 Broadway, New York City.
Philo Hay Specialties Company, 30 Clinton street, Newark, N. J.
Heart Cure Company, Hallowell, Me.
B. Heller & Co., 3925 Calumet avenue, Chicago.
Heyinger Pitt Company, Corning, N. Y.
Ferd T. Hopkins & Son, New York.
C. I. Hood Company, Lowell, Mass.
Humphrey's Homeopathic Medicine Company, 156 William street, New York City.
Firestone Tire and Rubber Company, Akron, Ohio.
International Harvester Company, Chicago.
International Proprietaries, Inc., Atlanta, Ga.
Jaques Manufacturing Company, 1603 South Canal street, Chicago.
Lawrence Williams Company, Cleveland, Ohio.
Levering Coffee Company, Baltimore, Md.
Perry G. Mason Company, Cabal Blvd. and Main street, Cincinnati.
Maxwell Motor Company, 1230 Oakland street, Detroit.
Mellin's Food Company.
Monticello Drug Company, Jacksonville, Fla.
Munyon's Homeopathic Remedy Company, Scranton, Pa.
Oppenheim, Oberndorf & Co., Candler Bldg., Baltimore.
Paris Medicine Company, St. Louis.
Pepsin Syrup Company, Monticello, Ill.
The Peruna Company, 115 North Rich street, Columbus, Ohio.
Radway & Co., 208 Centre street, New York.
Dr. V. M. Pierce, Buffalo.
Robinson-Pettet Company, Inc., Louisville, Ky.
Royal Baking Powder Company, New York.
Dr. J. H. Schenk & Sons, P. O. Box 1245, Philadelphia.
Scott & Bowne, Bloomfield, N. J.
Swift Specific Company, Atlanta, Ga.
A. J. Tower Company, Vernon and Simmons streets, Boston.
Dr. Tutt Manufacturing Company, 84 Reade street, New York.
Tyler Commercial College, Tyler, Tex.
United Drug Company, 43 Leon street, Boston.
Vick Chemical Company, Greensboro, N. C.
E. S. Wells, 708 Grand street, Jersey City, N. J.
Willys-Overland, Inc., Toledo, Ohio.
World's Dispensary Medical Association, Buffalo, N. Y.
Chas. Eckert Young, 1620 Indiana avenue, Chicago.

The committee recommends that each of our publishers check this list with his special representative. It is our opinion that in some instances commissions are allowed advertisers direct without the publishers thoroughly understanding the situation.

The committee recommends that this practice be immediately discontinued. It realizes that only through concerted sectional action on the part of the entire membership can this evil be successfully banished.

It cites the fact that were any advertiser denied commission direct by all Southern newspapers, that this problem would quickly cease to exist.

It urges individual and collective attention to this serious condition, and suggests definite action at the next annual convention of the association.

It especially urges that meantime no new commitments regarding commission direct to advertisers be made by any Southern publisher.

No. 3. Positions and Free Publicity

The committee submits that any concession to any advertiser not enjoyed by another advertiser, whether it be positions, extra insertions, allowance of lineage, waiving of short rate, free publicity, or the acceptance of national advertising at local rates, is unfair and unwise.

It is entirely logical that when an agency or advertiser obtains evidence that such concessions have been granted to any user of space that an attempt will be made to secure equal terms.

It is obvious that such practices are unfair to advertisers paying for service rendered according to rate-card demands, and that such concessions amount to a plain cut in rates.

The committee recommends that when position is demanded for advertisements that we demand that position rates be paid; that no deviation from rate cards be made under any condition whatsoever. In the makeup of the paper it suggests that preference be given to those advertisements which lend prestige and dignity to the advertising columns of our newspapers.

It emphatically indorses the stand of the American Newspaper Publishers' Association on the free publicity evil (Bulletin No. 4209), and suggests that nothing should appear in the news columns of a publication that is not approved by the editor on the basis of its legitimate news value.

It recommends the discontinuance of "business office musts," ordered solely for box-office benefits.

No. 4. Co-operation

The Committee finds a lamentably present-time tendency among publishers to compete on a basis of "co-operation" to be rendered. Frequently agents make pledges of elaborate co-operation the deciding factor in placing business. This results in unbusinesslike waste, and often absolute loss on schedules secured.

The Committee, therefore, urges strict adherence to this Standard of Merchandising Practice for newspapers adopted in 1921 by the National Association of Newspaper Executives and nothing more:

First—To study the local market and trade territory, and be able to report intelligently thereon for both local and national advertisers.

Second—To furnish such information for prospective advertisers and to make market investigations, which may be general in scope and applicable to many accounts, but to insist that the identity of the proposed advertiser be made known before reporting information compiled on a specific line.

Third—To endeavor to educate the dealer in better merchandising methods and to insist that advertised goods be furnished customers rather than "just as good" substitutes.

Fourth—To encourage adequate merchandising by supplying data, maps, route lists to the trade for the use of salesmen of the manufacturer or advertiser who has made a bona fide contract for advertising space.

Fifth—To decline requests for service that are clearly not within the province of newspapers such as selling goods or other canvassing, or the payment of bills for printing and postage on letters, broadsides, etc.

Attention is directed to the fact that this standard has been adopted by the American Association of Advertising Agencies, by a majority of the national buying and selling organizations, as well as by this association in 1921.

No. 5. Local and Foreign Rates

An ideal rate card would give local and foreign advertisers, using a like amount of space in like manner, an equal rate.

The ideal rate card would grant no discount for bulk space "to be used within one year, but would allow lower rates for definite amounts of space to be used on specified days, 52 weeks in the year. All other space is sold at a flat rate.

Foreign rates, where foreign and local cards exist, should only be sufficiently higher than local rates to cover the differential allowed agents.

It is suggested that every local rate card contain these clauses:

All advertising space contracted under the rates named herein is wholly for the use of the local advertiser named. All space in connection therewith used by or paid for by a general or national advertiser must be on the basis of the national advertising rate card governing the classification of business.

Any space the national advertiser pays for directly or indirectly, is national advertising.

Conclusion

The Committee understands its findings are merely a recommendation to our membership and that to secure decisive action on this report the association must decide in convention assembled.

In conclusion the Committee desires to express its belief and hope that compliance with its recommendations will result in the upbuilding of the business of advertising for the advertiser, for his agent and for the publisher.

Respectfully submitted,

COMMITTEE ON AGENCY RELATIONS

Providence Journal Sued

The Providence Journal has been sued for $50,000 in connection with a story referring to an alleged "baby farm" and calling it a "criminal factory."

FIFTY PER CENT

of the trunk line transportation of the country east and west passes through Ohio; the distribution facilities in OHIO rank among the FIRST. Rail transportation is very heavy in all directions. Railroad mileage in 1921 was 9,001. Standard railway and electric lines total 13,364 miles and include all companies operating in the Middle West.

Manufacturing, mining and the production of oil are the chief interests. The value of all manufactured products exceeds $5,100,308,000 from 16,000 establishments employing approximately 1,000,000 persons. Of the 264 industries classified by the Federal Census, *Ohio* has considerable production in all but 46, ranking FIRST in 18 of them.

The State ranks fourth in mineral wealth extracted; 45,000,000 tons of bituminous having been lifted in 1920 by 50,000 miners who received more than $48,000,000 in wages.

Ohio has long been an important factor in the production of petroleum. During the year 1920 the Lima fields produced 455,000,000 barrels.

The pottery interests use fireclay to the amount of 1,800,000 tons which, in the form of pottery, represents 40% of the total value of clay wares manufactured in the United States.

From the standpoint of the power to produce and the ability to buy

"OHIO IS FIRST"

		Circulation	2,500 lines	10,000 lines
†Akron Beacon Journal	(E)	38,176	.10	.10
Akron Times	(E)	21,416	.06	.06
Akron Sunday Times	(S)	21,439	.07	.07
†Bellefontaine Examiner	(E)	4,642	.02	.02
†Cincinnati Enquirer	(M&S)	73,098	.17-.35	.17-.35
†Columbus Dispatch	(E)	86,427	.17	.16
†Columbus Dispatch	(S)	87,448	.17	.16
Columbus, Ohio State Journal	(M)	50,124	.12	.13
Columbus, Ohio State Journal	(S)	29,206	.12	.13
†Conneaut News Herald	(E)	3,040	.0225	.0225
Dover Daily Reporter	(E)	4,537	.02	.02
†Ironton Irontonian	(M)	3,310	.0179	.0179
Kenton Democrat	(E)	2,400	.014	.014
†Lima News and Times-Dem.	(E&S)	16,928	.07	.05
Lima Republican-Gazette	(M&S)	10,270	.05	.05
Middletown Journal	(E)	5,117	.025	.025
†Newark American-Tribune	(E)	6,980	.025	.025
Piqua Call Press Dispatch	(E)	6,073	.03	.03
†Portsmouth Sun and Times	(M&E)	17,545	.06	.06
†Portsmouth Sun-Times	(S)	11,923	.04	.04
†Steubenville Gazette	(E)	8,551	.03	.03
*Toledo Blade	(E)	102,875	.27	.25
†Toronto Tribune	(E)	1,108	.015	.015
*Youngstown Vindicator	(E)	26,134	.07	.07
*Youngstown Vindicator	(S)	25,608	.07	.07

*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

AD RATES SHOULDN'T BASE ON CIRCULATION

Privilege Which Newspapers Cannot Afford to Grant Equally to All—Cost of Production and Service Only Ground

"It has been my opinion for many years," says E. C. Davis, general manager of the El Paso (Tex.) Times, in a recent number of the S. N. P. A. Bulletin, "that the inclination of the average space buyer, both local and national, to buy only circulation is largely the fault of the newspaper publisher, for the reason that publishers themselves give too little attention to the other and important factors which make space in his paper valuable to the advertiser. If the newspaper publisher does not himself fully appreciate to the fullest extent the value of the service he has to sell, how can the space buyer be expected to place the proper value on white space?

"In a sense the newspaper is a semi-public utility and if the paper functions as such it deserves the support of the community which it serves. In fact, it must have this support if it is to continue as a factor in its locality. It is impossible, then, to base advertising rates entirely on volume of circulation for the reason that publication costs differ very materially in various cities, due to many factors, such as freight rates, telegraph tolls, and varying costs of Associated Press and other press services, due to mileage of wires utilized.

"Also standards of wages and salaries are much higher in some sections than in others, and again larger and more expensive papers are published in some cities of a given size than in others because that particular community demands such a service, or because competition in that or nearby cities where transportation gives the outside newspapers decided advantage forces the publisher into printing a more costly paper than he would otherwise publish.

"This cost must be paid either by an adequate advertising rate or a sufficient volume of advertising, or both. We might consider two extreme cases—first, the paper where publication costs are low, where comparatively inexpensive news service and few features meet the requirements of its respective field, and the other having extremely high publication costs due to high freight rates, telegraph tolls and higher salaries and wages, and where the community in which it circulates demands more in the way of news service and features.

"Assuming both have an equal circulation, how could the latter continue to exist on an equal advertising rate as the former? It can't. The local advertiser need not be a student of economics to realize his advertising expense will be greater per thousand circulation in some communities than in others, just as his sales and distribution costs are higher. It should be stated in this connection that buying power is greater in such communities, due to higher wages and salaries. Subscription rates are usually 50 to 100 per cent higher and the price for a single copy is never under five cents. The papers are readily sold at the higher prices, but the revenue, or the greater part of it, is consumed by a higher distribution cost. No fair-minded manufacturer can in justice to his own business assume the attitude that the publication costs cannot interest him, although, I am sorry to say, some of them do assume just this attitude.

"I write from experience, because I happen to occupy the position of the publisher located in one of those communities where publication costs are high. Too high, in fact, but the local advertisers, and many of them know our rate per thousand is high, realize the necessity of high advertising rates, but likewise appreciate the value to them and to the community as a whole of these semi-public utilities.

"If a publisher establishes a precedent of giving an advertiser a reduced rate because he is not, or claims not to be, interested in outside circulation, how can he possibly defend his position with advertisers who want to reach only certain classes, and for this reason requests a rate commensurate with the proportion of the total circulation which he may want to reach?

"It is a dangerous precedent and one which publishers cannot afford to establish."

FRALICK & BATES Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES
New York.....154 Nassau St.
Chicago.....605 N. Michigan Ave.
Atlanta.....Candler Annex
Los Angeles.....Security Building

WOULD REGISTER ALIENS

Secretary Davis Discusses Plan With Foreign Language Editors

At a conference of foreign language newspaper editors, June 11, with Secretary of Labor James J. Davis, a comprehensive citizenship program was tentatively framed to be submitted to Congress this fall. The registration of 7,000,000 aliens in this country and the assessment of fees for support of a citizenship program are contemplated.

Representatives of the foreign language groups which composed the conference expressed opinions regarding the Davis plan, and inquiry among them afterwards brought out statements from editors of two leading Cleveland papers that they would support the program.

Boone, Ia., Consolidation

The Boone (Ia.) News-Republican and the Boone County Pioneer have been consolidated and the new daily will be known as the Boone News-Republican and Pioneer. The subscription list will be over 6,000. The Pioneer offices have been closed.

Bar Travel in Canada Woods

Owing to the disastrous forest fires in New Brunswick inflicting such great damage to pulpwood lands, all permits for travel in the woods through every county in the province have been cancelled.

Chamber Promotes Weekly

The Chamber of Commerce at Groom, Texas, has closed a deal with Olsen W. Perrt for publication of a weekly paper. The consideration will be nearly $10,000, it is said.

The Atlanta Journal
ATLANTA, GA.
Over a million Lines a month For six months
More than six million lines of closely sifted advertising were carried by The Atlanta Journal in the first half of 1923.
Advertising in The Journal Sells the Goods

START IN
INDIANA
Here we find:
—36,354 square miles of land with more than 3,000,000 people.
—Over 50 per cent of the population live in cities and towns of more than 2,500 inhabitants.
—Over 47 per cent of the entire population is employed in gainful occupations.
—The aggregate wealth of the state exceeds $6,000,000,000.
—The most liberal spenders in the country live in Indiana cities—all exceptionally prosperous communities.

This state, eleventh in point of population, presents opportunities for successful advertising of everything from toilet soap to farm tractors.

Indiana is thoroughly American. Only 5.9 per cent of its 3,000,000 people are foreign born. This state is attractive and productive territory for every national advertiser.

Indiana's leading papers listed below cover the state like a blanket. They have enormous influence and result producing power capacity.

		Circulation	Rate for 5,000 lines
*Crawfordsville Review	(M)	5,200	.025
†Decatur Democrat	(E)	3,144	.025
*Evansville Courier	(M)	26,325	.06
*Evansville Courier	(S)	23,504	.06
*Fort Wayne Journal-Gazette	(M)	26,279	.07
*Fort Wayne Journal-Gazette	(S)	31,008	.07
*Fort Wayne News-Sentinel	(E)	38,328	.09
*Gary Evening Post and Tribune	(E)	10,409	.05
*Indianapolis News	(E)	127,361	.23
*Lafayette Journal & Courier	(M) 7,076 (E) 12,208	19,284	.05
†La Porte Herald	(E)	4,106	.025
†South Bend News-Times	(M) 10,342 (E) 11,263	21,605	.06
*South Bend News-Times	(S)	20,174	.06
†South Bend Tribune	(S) 18,909 (E)	19,368	.055
*Terre Haute Tribune	(E&S)	24,442	.06

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

SCIENCE AND JOURNALISM PUT GIRDLE AROUND THE GLOBE, SAYS WALES

Prince, Presiding at British Press Fund Banquet, Relates His Impressions of Modern Newspapers and Their Work

By HERBERT C. RIDOUT

(*London Editor,* EDITOR & PUBLISHER)

THE NEWSPAPER PRESS FUND, the British benevolent institution that assists needy newspaper men, attains its diamond jubilee this year, and in honor of the occasion the Prince of Wales took the chair at the annual banquet.

It was expected that this would result in a record subscription list, and, in fact, it did so, the total donations amounting 25,000 pounds, though it was felt that Lord Leverhulme's list of £14,000 last year would be difficult to beat. The donations included £50 each from the King and the Prince of Wales.

The company included the principal newspaper proprietors of the Kingdom and the Ambassadors of the United States, Spain, Brazil, Japan, Germany and the Argentine and Ministers and other State representatives of Belgium, Hungary, the Netherlands, Norway, Persia, Portugal, Italy, etc.—a gathering of international representation rarely seen at any public function.

The Prince of Wales, after referring to the wonderful work of the Newspaper Press Fund, said:

"I would not presume to tell this large and distinguished company anything about newspapers. In fact, the boot is on the other foot, for while I am comparatively innocent of the marvelous and rapid methods whereby they are produced (beyond having once, in the small hours of the morning, set the machinery of one of our great journals in motion), a number of those whom I am addressing are daily engaged in creating sheets which circulate daily throughout our country and Empire.

"We may, I think, lawfully marvel, too, at the wonders performed by the newspaper distributor supplying us, as he does, with the latest intelligence, as hot as any of our dishes, at breakfast in the morning. We have our morning journals and by a wise dispensation of Providence, evening journals as well (laughter). So that if the morning papers make a slight mistake their evening contemporaries can set them right (laughter). Modern science is working hand-in-hand with journalism, and has put a girdle around the earth. We read of marvelous happenings in distant climes, see photographs of events and people in every quarter of the globe, and before we settle down to the city news or the Parliamentary report we should say to ourselves: 'This really is very cheap for a penny—or three half-pence—or two pence,' as the case may be (laughter). We know immediately everything that has taken place and I believe it has happened (in very remote times of course) that we have been fully informed of the things which never occurred at all (laughter). The best example of—shall I call it intelligent anticipation—that I have ever experienced was an occasion when, traveling in one of our Dominions —I won't say which—an aeroplane was specially sent out to meet me on my arrival and bombarded the station with very heavy bundles of the local newspaper, giving the fullest account of my visit to, demeanor in, and departure from a certain town three-quarters of an hour before I arrived (laughter and cheers). However, in these days, 'the race for speed becomes more and more onerous every day,' as Lord Riddell said from this chair two years ago (laughter), so perhaps intelligent anticipation may occasionally be regarded as preferable to belated record."

The Prince proposed the toast of the Newspaper Press Fund, coupling with it the name of Lord Burnham.

Viscount Burnham, in reply, said he did not lay himself out to exaggerate when he said that the Prince of Wales had given the most hearty and sincere pleasure to the whole of the newspaper press not only of Great Britain but of the whole of the British empire, which shared its spirit and followed its traditions, in presiding over the diamond jubilee of what was without question or cavil its first and foremost institution (cheers).

When he was in the West Indies recently, a hot-blooded orator thundered at them, "There is no background to our loyalty" (laughter). He meant it well, but expressed himself rather clumsily. The background of their loyalty was the solid and sympathetic affection for the Royal Family that permeated and penetrated the body politic in its every limb (cheers). He was told that it was an unwritten rule in every well-conducted English newspaper office that, when in doubt, play the Prince of Wales, and what the papers used to call the great "B. P." This night they offered him the freedom of the press (cheers).

The freedom of the press was not what Hobbes called "the desolate freedom of the wild ass." Then wild men were what were mostly the outside contributors (laughter). It was the freedom of the press which, although it might have been at times abused, was at the very foundation of British freedom itself. In a "bright and breathing world" the newspaper press was a sine qua non est. This night they had gained not only a patron but a friend who knew them but who liked them just the same (cheers).

The Newspaper Press stood for once in a way, and it was a long way, agreed and united in support of the Newspaper Press Fund. Mr. Gladstone, when he presided over them in 1867 said: "The press, which was formerly the privilege of the educated class, has become the patrimony of the people." The confidence of the public showed that they valued their inheritance of which those present were the stewards and trustees and they thought perhaps, that in the rough balancing of good and evil journalists were not so bad as they might be, and a little better than they were painted.

New Madill, Okla., Paper

George H. Wyatt is editor of the Madill (Okla.) Enterprise, which has just made its appearance. S. L. Yeary is superintendent and head of the business and job departments.

How a city editor influenced a jury and saved a girl's life---all without leaving his desk. Irvin S. Cobb's story "The Value of a Good Name." In AUGUST

Cosmopolitan

at all news stands

In Homes Like This

Where Japanese culture is blended with the customs and habits of America.

THE JIJI SHIMPO

時事新報

is the favorite newspaper. The Jiji commands the respect and holds the confidence of the Nation's men of affairs. It fills an important place in their lives which only a great newspaper can take.

The JIJI'S Circulation
248,877 copies: June 1, 1922

is chiefly among the leaders of Japan's social, commercial and political life. They are the men, and their wives are the women, who have learned what the West has to give the East.

That is why the Jiji's readers are the best customers of imported goods in Japan.

For reliable market information address:

FOREIGN SERVICE BUREAU

THE JIJI SHIMPO

Cables: "Jiji Tokyo," Tokyo, Japan Bentley Code

Morning and Evening Editions

AMERICAN HEADQUARTERS
Canadian Pacific Building, 342 Madison Ave., New York
Joseph P. Barry, Representative

"In Japan, the Buyers Read THE JIJI"

IOWA

HAS 35 PACKING HOUSES, WITH AN ANNUAL OUTPUT OF $150,000,000

A large part of the cattle, swine, sheep and chickens represented by this tremendous industry are raised on the farms of the state.

In order to raise these animals it is necessary that large investments be made by individuals in stock raising. A large percentage of these individuals own their property, and as a result they are ready purchasers of any article that represents improvement.

The grain products that are used as food for these animals are raised in the state, and often on the same farm. The surplus is shipped to the cities where it is converted into breakfast foods, starch, glucose and syrup. The value of these products is $75,000,000 per year.

It naturally follows that where there is relativity of industry between the rural and urban population that each should be interdependent upon the other.

Consequently, Iowa towns and cities have a large rural trade and one whose buying habits are formed very largely through their daily papers.

		Circulation	Rate for 5,000 lines
*Burlington Hawk-Eye	(M)	10,798	.04
*Burlington Hawk-Eye	(S)	14,751	.04
*Cedar Rapids Gazette	(E)	20,636	.06
†Council Bluffs Nonpareil	(E&S)	16,055	.05
*Davenport Democrat & Leader	(E)	15,033	.06
*Davenport Democrat & Leader	(S)	18,132	.06
*Davenport Times	(E)	24,856	.07
*Des Moines Capital	(E)	62,780	.14
*Des Moines Sunday Capital	(S)	28,769	.14
*Iowa City Press-Citizen	(E)	6,320	.035
†Mason City Globe Gazette	(E)	12,019	.035
*Muscatine Journal	(E)	8,022	.035
*Ottumwa Courier	(E)	13,186	.05
*Waterloo Evening Courier	(E)	15,909	.05

*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

POSTOFFICE WILL SEEK SECOND CLASS COSTS

First Investigation of the Kind Since 1907 to Be Conducted in Thirty-Day Period Beginning September 21

The long-delayed project of the Postoffice Department, to count and weigh the mail in an effort to determine the cost of handling the various classes, will be undertaken in the 30-day period beginning Sept. 21 and terminating Oct. 21. Announcement of plans for the tests, which are to take place in the 90 leading postoffices of the country and upon which both advocates and opponents of second-class rate reductions hope to prove their cases, has been made by Joseph Stewart, special assistant to the Attorney General, who has been assigned to the Postoffice Department as chairman of the special committee in charge of the count and weighing.

The project will be carried out entirely by the Postoffice Department, having been taken out of the hands of the Joint Postal Committee, which ceased to exist June 30, as the result of the failure of Congress to appropriate funds to continue the committee's expensive investigations. An appropriation of approximately $450,000 was allowed the Postoffice Department for extra clerk hire and expenses involved in cost finding tests.

In laying down plans for carrying out the instructions of Congress, the Postoffice Department has called upon the publishers for co-operation and has asked them to furnish the postmasters of cities in which the tests will be made with records of information as to the number of copies of publications and destinations mailed each day of the 30-day period. One of the chief reasons for making the tests is to determine, once and for all, if possible, the cost of handling second-class matter, to end the controversy as to whether the Government is carrying newspapers and publications at the enormous loss contended by certain individuals and members of Congress.

The methods by which the counting and weighing tests will be made were outlined by Mr. Stewart as follows:

"First, the obtaining of a record of the revenue derived from each class of mail matter in the representative offices designated, which furnish 64 per cent of the total postal revenues.

"Second, a record of the number of pieces of mail of each class and sub-class.

"Third, the weighing of the mail of each class and sub-class originating in these offices, by States of destination, to ascertain the average daily haul.

"Fourth, the total weights of second-class matter and the total revenues therefrom for the year are known through the regular reports submitted to the department through the routine course of business. The revenue derived from other classes and sub-classes will be obtained from a consideration of total revenues for the entire year, less the revenues from second-class and other known elements, in connection with the ratios of the revenues for the several classes obtained during this statistical period.

"Fifth, apportionment of expenses will be made mainly on the basis of studies for each class of mail matter. This will include clerical handling, carriers' service, rural delivery and other details of handling from orginal receipt to final destination. Costs of railroad transportation will be obtained through consideration of the volume of the several classes carried in the several kinds of cars, involving a determination of ratios between weights and volumes."

The counting and weighing will be the first cost investigation conducted by the department since 1907.

The outcome of the tests will be watched by the publishers with interest because of its probable effect on the Kelly bill, designed to eliminate the last two increases in second-class postal rates. Action in Congress on the Kelly measure was deferred at the last session pending the ascertainment of mail-handling cost by the Postoffice Department.

Marion Tribune in A. M. Field

The Marion (O.) Tribune will change to the morning field on July 16. This was the step contemplated by the publishers when they bought the Marion Star from President Harding. The Star will be continued in the evening field.

STATE AD AGENCY, PLAN IN MINNESOTA

A PLAN is being worked out in Minnesota for creation of an advertising agency as a branch of the State government. The first step was taken June 23 at a meeting of community secretaries at Alexandria and the innovation bids fair to be in operation next winter.

JOURNALISTS IN TAMPA FILL MANY OFFICES

City Furnishes Host of Illustrations That Newspaper Work Offers an Admirable Stepping Stone

That journalism is one of the most fruitful fields for stepping into worthwhile positions in varied lines of business and industry has often been claimed. In Tampa, Fla., and vicinity, this is proved by a host of illustrations.

For instance, Edwin D. Lambright, after serving eight years as Postmaster—to which job he went from the editorial desk of the Tribune—has returned to his place with that newspaper. In St. Petersburg, just across the bay from Tampa, W. L. Straub has experienced a similar fate, the lure of the game having led him back to the managing editorship of the St. Petersburg Times, which he founded, after a period as postmaster.

Earl Stumpf, formerly police reporter for the Tampa Times, and prior to that managing editor of the Milwaukee (Wis.) Sentinel, is probation officer for Hillsborough County.

Edwin P. Thomas, for six years sporting editor of the Louisville Courier-Journal, is now chief clerk in the office of A. L. Allen, Tampa, Federal Prohibition Director for Florida.

J. Mack Cathcart, formerly on the city staff of the Tampa Tribune, is now Assistant City Attorney for Tampa.

Leon Howe, formerly city editor of the Kansas City Star, is now "agent-in-charge" of the Tampa office of the United States Department of Justice.

A. Fred Turner, general secretary of the Tampa Y. M. C. A., was "brought up" in a newspaper office.

THREE WEEKLIES SUSPEND

Two in Ohio and One in Indiana Succumb to Adverse Balances

Three weekly newspapers have been added to the list of 1923 suspensions. These are the Ridgeway (O.) Messenger, the LaRue (O.) News, and the Rossville (Ind.) News.

Harry W. Smith, who started the Messenger several years ago, blames lack of subscription patronage. The publishers of the LaRue News announced that the paper had been operating at a loss for some time. It was established in 1883 and for several years was one of the best-paying weeklies in Ohio. The Rossville News was founded in 1888. J. R. Dean, publisher for the past three years, stated that he had been losing money for the past year.

New Wireless Near Halifax

Permission has been granted the American Publishers' Committee on Radio and Cable Communications to erect a powerful wireless station at St. Margaret's Bay, near Halifax (N. S.). C. F. Crandall acted for the British and United Press in the negotiations with the Canadian government, these following the successful operation of an experimental plant for the past year.

Tip to Paint Manufacturers

The British Columbia Provincial House in its coming session will consider the provisions of a bill requiring that the exteriors of residential buildings shall be painted once every eight years.

UP NEW ENGLAND WAY

Just now, throughout New England, hundreds of thousands of vacationists from all over the land are touring, sightseeing, enjoying life.

New England people, running true to form as to thrift and ability to improve every opportunity, have provided splendid roads, many quaint stopping places and resorts, while history has aided nature in making New England a place well worth visiting.

New England industries are undergoing their selling season just now. Buyers are going to market, combining business with pleasure and everything is humming.

The daily newspapers of New England have the call. Their local flavor keeps them close to the hearts of New Englanders, the world news makes them necessary to the visitors.

Concentrate your selling campaign in a territory where there are plenty of people with plenty of money to spend and a money spending spirit. That is New England.

These New England daily newspapers have the co-operative spirit and can be of vast help to National Advertisers who wish to get really close to the choicest market in the country.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
••Attleboro Sun .....(E)	4,805	.0275	.0175
†Boston Sunday Advertiser...(S)	481,029	.70	.70
•Boston Globe .....(M&E)	280,605	.45	.45
•Boston Globe .....(S)	328,511	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
†Boston Transcript .....(E)	88,236	.20	.20
•Fall River Herald.....•...(E)	14,206	.045	.045
•Fitchburg Sentinel .....(E)	10,739	.05	.035
†Greenfield Recorder .....(E)	3,350	.0175	.0175
•Haverhill Gazette .....(E)	15,916	.055	.04
•Lynn Item .....(E)	16,643	.06	.04
Lynn Telegram News.....(E&S)	16,886	.05	.05
Lowell Courier-Citizen and Evening Leader .....(M&E)	21,348	.06	.06
•New Bedford Standard-Mercury (M&E)	32,349	.08	.08
•New Bedford Sunday Standard (S)	26,087	.08	.08
†North Adams Transcript....(E)	9,334	.0375	.03
•Salem News .....(E)	20,546	.09	.07
Taunton Gazette .....(E)	8,268	.04	.03
•Worcester Telegram-Gazette (M&E)	78,052	.24	.21
•Worcester Sunday Telegram.(S)	44,470	.18	.15

MAINE—Population, 768,014

†Bangor Daily Commercial...(E)	15,080	.05	.04
•Portland Press Herald...(M&S)	27,993	.07	.07
•Portland Express .....(E)	27,639	.10	.07
•Portland Telegram .....(S)	28,059	.10	.07
†Waterville Sentinel .....(M)	5,921	.035	.025

NEW HAMPSHIRE—Population, 443,683

†Keene Sentinel .....(E)	3,384	.03	.024

RHODE ISLAND—Population, 604,397

	Circulation	2,500 lines	10,000 lines
†Newport Daily News.....(E)	6,126	.0336	.03
†Pawtucket Times .....(E)	24,418	.07	.06
†Providence Bulletin .....(E)	61,238	.15	.15
†Providence Journal .....(M)	32,086	.09	.09
†Providence Journal .....(S)	57,436	.14	.14
†Providence Tribune .....(E)	22,318	.10	.09
•Westerly Sun .....(E&S)	4,805	.025	.025
•Woonsocket Call .....(E)	13,306	.04	.04

VERMONT—Population, 352,428

•Barre Times .....(E)	6,619	.03	.025
†Bennington Banner .....(E)	3,037	.0125	.0125
Burlington Daily News.....(E)	7,133	.04	.04
•Burlington Free Press... ...(M)	11,970	.05	.05
•Rutland Herald .....(M)	10,151	.04	.04
†St. Johnsbury Caledonian-Record (E)	3,573	.0214	.015

CONNECTICUT—Population, 1,380,631

†Bridgeport Post-Telegram (E&M)	45,201	.14	.14
†Bridgeport Post .....(S)	19,926	.09	.09
Hartford Courant .....(D)	29,780	.08	.07
Hartford Courant .....(S)	48,600	.10	.09
†Hartford Times .....(E)	45,532	.12	.12
•Meriden Record .....(M)	7,160	.045	.025
†Middletown Press .....(E)	7,787	.03	.025
†New Haven Register.....(E&S)	35,514	.10	.09
•New London Day.....(E)	10,725	.06	.045
†Norwich Bulletin .....(M)	11,823	.07	.05
Norwalk Hour .....(E)	4,953	.03	.03
•Stamford Advocate .....(E)	5,503	.0375	.03

•A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

EDITORIAL

NEWSPAPERS AND TREES

PROBABLY the newspaper publishers of America are expecting too much when they ask Secretary Hughes to call an "unfriendly act" the proposed Canadian ban on all exports of pulpwood. Diplomats hesitate to use such language unless they mean it and have provisions made to show that they mean it. Yet, the extremity of the publishers' protests is not disproportionate in a matter of life and death to two great American industries and it may stir the State Department to make effective if not emphatic representations to our Northern neighbor.

Practically, the best protest available to America would take the form of appointment by the President of the commission authorized several years ago by the Underwood resolution. That resolution, which was generally approved by the press, sought to correct the injustice wrought years ago when the export of wood cut from the Crown Lands of three provinces was prohibited. Passed in 1920, it has never been put into force due to the Administration's wish not to offend Canada or her provinces by even the hint of coercion. That courtesy is evidently not reciprocated and there is no reason for continuing to extend it.

Immediate action by the United States Government along that line and those suggested by the newspaper publishers' associations hold excellent possibilities of staving off the extinction of America's paper-making industry with its attendant disaster for the newspapers, but only for a comparatively short time. Within a few years, embargo or no embargo by Canada, the United States will have to seek all its pulpwood in other lands, because our own woods are approaching final destruction.

That situation is pitiful and leaves the United States only the weapons of threat and bluff to oppose to positive action and the end of such a contest cannot be satisfactory to either party to it. The United States cannot find firm ground to defend itself against threatened aggression like that of the Canadian Parliament until it takes steps to replace the natural resources that the past fifty years have seen destroyed. Diplomacy may permit us to follow the present easy way for a few years longer, but it cannot plant the trees that will supply the print paper needed thirty years from now.

Machinery to restore our forests now exists under Federal and State auspices, in co-operation with the paper and the publishing industries, but it is not functioning. It will not function unless the slow wheels of Government are forced to revolve by pressure of public sentiment. The American public must be made to realize the dangers that lie very close to the surface of a situation that places the materials vital to the life of its press under complete control of another nation, and the press is the only force which can bring this education about. American editors will find such a course far better than arguments for diplomatic clubs against a nation whose friendship has been cherished for over 100 years.

HUMAN INTEREST STUFF

THE relative news merits of prize-fighting and education as judged by the news editors of the country was the subject of a nation-wide survey made by the Christian Science Monitor on July 5, and on its face it shows the surprising supremacy of muscle over brain.

On July 4, it will be recalled, two well-known fighters met in a small Montana town and at the same time the annual convention of the national Educational Association was in session at San Francisco.

It does not seem to have been much difference between the small town daily and its metropolitan brother —if anything prize fight news had much the better of it in the small town home newspapers. Nationally prize-fighting was considered a fifty to one better news story than education. In New York on July 5, according to the Monitor, 1,425¾ inches of newspaper space were given to the prize fighters and 93½ inches to educational conferences being held in San Francisco. To credit all the newspapers with this 93½ inches is unfair, however, as 70 inches of that 93½ inches appeared in the New York Sun & Globe exclusively. Education fared better in New York than it did in Chicago, Washington and Philadelphia. The figures for Chicago show 1,353½ inches for prize-fighting and 1¾ inch for education. Washington papers gave 405 inches to prize-fighting and 8 inches to educational conferences. But the four morning newspapers in Philadelphia devoted 660 inches to the prize fight and nothing to the educational conferences.

Even in San Francisco where the conference was held we find a startling preponderance of prize fight news over conference news. The Examiner gave the conference a total of 2½ columns and prize-fighting 21 columns. The Chronicle devoted 7½ columns to the conference and 22 columns to the fight. The Call gave the conference 3 columns and the fight 7. The Oakland (Cal.) Tribune stands out from other papers inasmuch as it gave 9½ columns and a page of pictures to the conference and 8 columns to the fight.

Many critics of the American press will look at this startling array of figures and throwing their hands in the air shout "what's wrong with the American press?" but we will not need to worry, for we can cheerfully answer "nothing." The shoe is on the other foot this time. What's wrong with the National Educational Association?

With a subject of interest to every home in the land it has not been able to put enough human interest into it to compete in a news sense, with a professional brawl in an out-of-the-way town on the plains of Montana.

The leaders of the National Educational Association can profit greatly by reading the Monitor's survey, and if they will devote as much attention toward putting human interest into educational work during the coming year as they do to criticizing the American press, they might have the small boys of the nation cheering for them as they cheer today for Dempsey, Gibbons and Firpo, and incidentally they will then be first-page stuff.

TRADITION SUPERSEDED BY CHRIST'S LAW.

Section 6.—Matthew 5:33-37

33 Again, ye have heard that it hath been said by them of old time, Thou shalt not forswear thyself, but shall perform unto the Lord thine oaths:

34 But I say unto you, Swear not at all; neither by heaven; for it is God's throne:

35 Nor by the earth; for it is his foot-stool: neither by Jerusalem; for it is the city of the great King.

36 Neither shalt thou swear by thy head, because thou canst not make one hair white or black.

37 But let your communication be, Yea, yea; Nay, nay: for whatsoever is more than these cometh of evil.

NEWSPAPER RESPONSIBILITY

THERE are still some newspaper editors who do not seem to have a full appreciation of their responsibility to the community which they serve. In a recent speech on the subject in St. Louis, James T. Williams, Jr., editor of the Boston Transcript, seems to us to have expressed the highest principles of responsibility when he said:

"A free press that is alive to its responsibilities is always at war with sham and hyprocrisy wherever they stalk and whatever their garb. It would be folly to deny to an audience so intelligent the existence here and there in this country of newspapers that seek to cloak base conduct under professions of high moral purpose; that specialize in the publication of the evil sayings and feelings and thoughts of the human race in utter disregard of the public welfare. A sewage system is essential to the health of a community. A well-governed community finds it not infrequently necessary to open a sewer for the purpose of inspecting or repairing the system. But this is a very different thing from turning a whole community into an open sewer or making a whole community appear to the outside world as an open sewer. There are 'open sewers' in the printing world as there are in the world of politics, of business, of the law and of medicine. They are few and far between—the publications that pander to and are supported by a licentious minority of people—a licentious minority that assumes the privilege of free speech and basely betrays its responsibilities. It is the power of example that must be invoked by a liberty-loving press and its liberty-loving public, if a licentious press and the licentious public that supports it are to be shorn of their power to undermine the public welfare."

Mr. Williams took a prominent part in the recent convention of the American Society of Newspaper Editors and since then has been very active in advancing the ethical interests of the profession of which he is a member. There is not enough of that kind of work being done. Persons on the outside accept our own value of our profession and it is time to change the rating.

Many of us could follow the example of Mr. Williams in spreading the doctrine of high principle and service with profit to ourselves and honor to our profession.

KNIGHTS OF THE LENS

THAT the picture is the thing and equally as important as the story in the scheme of modern journalism was again clearly demonstrated on the race from Shelby, Montana, to every corner of the United States in order that someone might be able to say "we printed the first pictures."

There were more thrills in the race with pictures from the ringside East, West, North and South than there was in the long drawn-out battle. The story of the flight and the battle of the couriers of the air with the storm king high above the clouds reads more like fiction than the everyday work in the life of the modern newspaper.

Making a picture is now only a small part of the everyday work of the newspaper photographer. He must be a man of decision, one who is not afraid to take chances, possessing the tenacity of a bulldog and the diplomatic qualities of an Old World statesman.

The photographer of today occupies much the same position as that small group of star reporters who made journalistic history at the time of the Spanish-American War. He is a subject worthy of the pen of a Jesse Lynch Williams and someone will find him and immortalize him by making him the central figure in a story of a new kind of beat.

THE N. E. A.'S VISIT

DELEGATES to the convention of the National Editorial Association have now started on their swing around the state preparatory to what promises to be the most important gathering in the history of the organization.

Of equal importance with the business sessions that will be held in Saratoga Springs will be the visit to New York. Following the suggestion made in these columns a few weeks ago the visitors will be given an opportunity to study immigration problems as they directly affect the metropolis.

Immigration will be one of the biggest questions before the next Congress and it will be a good thing for the country if these makers of public opinion in the small cities are given every opportunity to get the bigger city's problems as they are affected by the citizens of tomorrow who come to us from overseas

PERSONAL

DONALD CRAIG, Washington newspaper man, seriously injured in the auto crash near Denver which killed one other correspondent with President Harding's party and two Colorado men, is sufficiently recovered to be able to return to active duty soon. He left for Washington, accompanied by his wife, who had rushed to Denver upon news of her husband's injury.

Col. H. Nelson Jackson, principal owner of the Burlington (Vt.) Daily News, is at Camp Devens for two weeks in his capacity of commanding officer of the 388th Infantry, Organized Reserve Corps.

Sol Lewis, editor and publisher of the Lynden (Wash.) Tribune, has been elected president of the Whatcom County University of Washington Alumni. He was instructor in journalism there for a time.

Harvey White, editor of the Buffalo Commercial, has sent a second son, Robert, to West Point. Another son, Howard, who graduated from the Military Academy, is now on the city staff of the Commercial.

Percy H. Whiting, for the past 10 years connected with the Gannett daily and monthly publications and other interests in Augusta, Me., and previous to that for 11 years in the newspaper business in the South, has become manager of the customer ownership division of the securities department of Henry L. Doherty & Co., New York City.

Gustave B. Baldwin, owner of the New Orleans Times-Picayune, sailed for Europe on the liner France, July 4.

Harold MacGrath, who before he became a writer of best sellers was a reporter and columnist, entertained some old newspaper associates at a stag steak party at his home in Syracuse recently. Among the guests were Edward H. O'Hara, Harvey D. Burrill, Jerome D. Barnum, Judge Benjamin J. Shove, Nicholas M. Peters, Franklin H. Chase and J. Falder MacGrath.

The general managers of the three Salt Lake City dailies, A. L. Fish, Telegram; E. S. Woodruff, Deseret News, and A. N. McKay, Tribune, were hosts to the correspondents in President Harding's party.

Arthur Chapman, special writer for the New York Tribune, former managing editor of the Denver Times, and author of "Out Where the West Begins," has returned to his beloved West to write the history of Colorado at the behest of Greater Colorado, Inc.

A. L. LaFreniere, editor and owner of the Grand Rapids (Minn.) Itaska County Independent, is touring the Pacific Northwest with his wife and four children.

David L. Mackaye, who has been acting as editor and manager of the Tulare (Cal.) Advance, has resigned and will attend the Summer session of the University of California with a view to further fitting himself for work as an instructor in citizenship.

A. P. Pigeon, pioneer Canadian printer and publisher, now proprietor of Le Bulletin of Montreal, stopped in Chicago en route to the Western States and the Western provinces of the Dominion, where he will make a survey of publishing conditions.

Mrs. A. J. Meeks, one of the few women newspaper publishers of Kansas, is re-establishing the Greeley Graphic, following destruction of the plant by fire June 22.

John K. Winkler of the New York American staff, who wrote the story of the sailing of the Leviathan for his paper, saw many interesting personages off, but the one in whom he was most interested was Miss Anne Dunlap, feature writer on the American. There's a reason. Miss Dunlap in private life is Mrs. John K. Winkler.

IN THE EDITORIAL ROOMS

WALLACE PERRY, director of publications of the Oklahoma State Agricultural and Mechanical College, Stillwater, has been made managing editor of the El Paso Post, the new Scripps-Howard paper. He was formerly with the Lawton (Okla.) Constitution, the McAlester News-Capital, and the Daily Oklahoman. For two years before going to Stillwater he was editor of Seaman's Magazine, New York.

William M. Stevens, Jr., formerly in newspaper work at Springfield, Mass., and New York City, and recently secretary of the Waltham, Mass., Chamber of Commerce, has been missing since June 27. The office of secretary has been declared vacant by the Waltham Chamber.

Henry S. Hubbard, of Stanbury, Mo., son of J. S. Hubbard, executive secretary of the Missouri Press Association, has joined the staff of the Western Chronicle at Platte City, Mo.

S. H. Hanson, formerly in newspaper work in Houlton, Me., Fredericton, N. B. and St. John, N. B., recently was appointed a prohibition enforcement agent at St. John.

Arthur Gordon Perry, star reporter and columnist on the Medford (Ore.) Mail-Tribune, covered the Shelby fight.

Mrs. Lily D. Smith, for several years society editor of the Dodge City (Kan.) Daily Globe, has resigned and is moving to California. She is succeeded by Miss Jane Evelyn Carey, daughter of Henry Carey, Kansas newspaper writer and Chautauqua manager.

Edward Gorey, political reporter for the Chicago Evening American, is sitting in on the city desk during the vacation period.

Michael Zack, labor reporter on the Lynn (Mass.) Telegram-News, recently was elected delegate to the American Jewish congress to be held in Washington in October, winning over two other candidates by a 236 majority. He is a past president of the Lynn Young Men's Hebrew Association and a member of the executive board of the New England Y. M. and Y. W. H. A.

Charles C. Stoddard, editor of the Caledonian, New York City, spent a few days with his parents, Mr. and Mrs. J. C. Stoddard, Cedar Rapids, Ia., his first visit with them in 20 years. A fire in his plant prevented his arrival in time to participate in the celebration of their 50th wedding anniversary.

Justin F. Forrest, city hall reporter for the Chicago Evening American, who has been ill with rheumatism for several weeks, has recovered sufficiently to return to work.

Stanley W. Snow, recently of the New York Telegram, has gone to Los Angeles, where he has a post in the art department of a newspaper.

Guy H. Frost, lodge reporter on the Lynn (Mass.) Daily Item, has gone to Camp Devens, Ayer, Mass., where the 101st Infantry, to which he is attached as first lieutenant, is "doing its bit."

Edward Stromgren, of the Chicago Evening American, who suffered an injury to his knee while on vacation, has returned to work.

Katharine B. Spear, music editor of the St. Paul Daily News, is also turning out full-page illustrated features for the Sunday edition.

Carl T. Warton has resigned as make-up editor of the Boston Telegram.

Jacob Finkle, assistant sports editor of the Lynn (Mass.) Telegram-News, recently graduated from the Boston University School of Business Administration, receiving the B.B.A. degree.

G. W. Witt, for the last ten months editor of the Witt (Ill.) Star, has gone to Mattoon, Ill., where he will continue in the newspaper publishing field.

Ira L. Smith, formerly Washington correspondent for the Rocky Mountain News and editor of Mining Congress Journal, and R. Warren McAllen, formerly of the Washington Post, have been made editor and assistant editor, respectively of the Constructor, official organ of the Associated General Contractors, to be published from Washington.

Edwin Strubel has joined the staff of the Sandusky (O.) Star-Journal on which his father, R. M. Strubel, is managing editor.

Wells Hawks, lieutenant-commander in the Navy during the war and one-time publicity man for the Navy Department, has opened a press agency in New York with John Wilbur Jenkins, formerly of the Raleigh News and Observer, who went to Washington with Josephus Daniels.

Mrs. H. C. Nelson, formerly art critic for the New York Globe, will continue her art criticism in the Sun & Globe from October to June only. She is now at her Summer home in Kent, Conn.

Norman Baxter, for the past six years member of the Washington and London staffs of the Philadelphia Public Ledger, has taken charge of the Washington Post's sports department. He formerly did sports on the Louisville Courier-Journal.

Robert C. Benchley, New York dramatic critic and humorist, is going on the stage as a comedian with the next "Music Box Revue" next September.

Stanley ("Dad") White, who has been connected for several years with the city staff of the Burlington (Vt.) Daily News, has resigned and will take up reporting at the State Capital, Montpelier.

Benjamin A. Beard of the Hagerstown (Md.) Globe staff, has returned to his desk after his Summer vacation.

Walter B. Gates, city editor of the Burlington (Vt.) Free Press, has just returned from a vacation spent in New York City. During his absence Edward F. Crane was acting city editor.

Frederick S. Pease, Jr., of the city staff of the Burlington (Vt.) Free Press, is spending a two weeks' vacation at the training school for officers at Camp Devens, Mass.

Charles W. McCool, former city editor of the Saskatoon (Sask.) Phoenix, who lost his left arm while serving with the Canadian Expeditionary Force in the World War, is partner in a new legal firm in Saskatoon, known as McKercher & McCool. On his return from France he studied law at the University of Saskatchewan.

Bert A. Teeters, telegraph editor of the Springfield (O.) Daily News, is the father of a boy, born July 3.

J. Barton Cheyney, telegraph editor of the Wilmington (Del.) Every Evening, is ill in a Philadelphia hospital. His place on Every Evening is being filled temporarily by E. P. Dechert, of the local staff.

Floyd Finch, formerly with the Lawrence (Kan.) Gazette and the Wichita Beacon, is now sports editor of the Manila (P. I.) Times. He is a son of C. S. Finch, Postmaster at Lawrence, and former editor of the Gazette.

Murray Matten has joined the local staff of the Wilmington (Del.) Every Evening. He is a son of the publisher, William F. Matten, and is a student at Lehigh.

George Richmond has resigned from the city staff of the Buffalo Times and is selling real estate.

Joseph J. Markey, formerly a reporter on the Denver Rocky Mountain News, has been made lieutenant, junior grade, in the U. S. Navy Medical Corps and has left to assume his duties at the San Diego naval base.

Samuel Jennings has returned to Geneseo, N. Y., and resumed the editorship of the Livingston Republican.

H. P. Fetter, former police reporter for the Wilmington (Del.) Every Evening, has taken over the management of

SHE OWNS AND MANAGES CLARKSVILLE PAPER

ONE of the few women publishers in the South, Mrs. W. W. Barksdale succeeded to the ownership and management of the Clarksville (Tenn.), Leaf-Chronicle on the death of her husband in March, 1922. The Leaf-Chronicle, established in 1808, is a prominent factor in the Dark Tobacco Belt of Tennessee and Kentucky. The high standard set by Mr. Barksdale has been successfully maintained by his widow, a woman of brilliant intellect and charming personality.

MRS. W. W. BARKSDALE

During the past year, Mrs. Barksdale has ably served as director for Tennessee in the Southern Newspaper Publishers' Association, to which position she was unanimously chosen in July, 1922. She is also a member of the Tennessee Press Association, Tennessee Press & Authors' Club, and the National Editorial Association, and is closely identified with the social and club life of her city.

In the newspaper office, Mrs. Barksdale is the capable executive, holding the esteem and loyalty of the office staff and employes. In her home, she is the typical Southern woman, gracious and hospitable; devoted to her only child, W. W. Barksdale, Jr., who already shows a decided aptitude for newspaper work, and who will some time take up the work of his father.

An instance of Mrs. Barksdale's capability is shown in the recent catastrophe through which the Leaf-Chronicle passed. On Monday, March 12, of this year, the plant of the newspaper was destroyed by fire, making it impossible to issue the paper there. At heavy expense and inconvenience, the paper was published for two weeks in the plant of the Kentucky New Era at Hopkinsville, Ky., 28 miles away.

Frederic J. Haskin is employed by a large group of editors to act as a free agent for their readers, and his work is making friends for these newspapers in every State in the Union.

the Reseda Banner of Reseda, Cal., a weekly. Until recently he was associated with another man in the management of the paper.

Leo Hagerty, editorial writer of the Buffalo Commercial, is the father of a baby boy.

Harvey T. Sethman, Denver Rocky Mountain News reporter, has returned from a trip around the world, during which Sethman and Deane Dickason, another News man, acted as tour directors for the Frank C. Clark Tours Company.

Steve Maloney, sports editor, and Forrest D. Lowry covered the Shelby fight for the Salt Lake City Telegram.

Winfield Dryden, son of Prof. James Dryden, of Oregon Agricultural College, has joined the San Francisco Sunday Examiner and will specialize in orchard and farm matter.

HOLDING NEW POSTS

G. HURST PAUL, editor Glen Cove (L. I.) Record, from copy desk, New York Evening Journal.

Charles Wolff, rewrite New York Evening Journal, from rewrite Syracuse Journal.

Mitchell V. Charnley, rewrite Detroit News from reporter.

Edward Spicer, reporter Buffalo Times, from Enquirer.

Thomas W. Kemp of Westminster, Md., county editor Lancaster (Pa.) Intelligencer, formerly for 14 years in Government Printing Office, Washington.

Walter Baetzel, reporter Lancaster Intelligencer, formerly Philadelphia Public Ledger.

John F. Hall, Los Angeles Times, from courthouse reporter Salt Lake City Telegram.

Austin E. Burgess, city editor Bryan (Tex.) Daily Eagle, from Dallas Farm News, semi-weekly.

Robert Sears, exchange room Boston Globe from classified advertising department Boston Herald.

E. E. Armstrong, reporter Alva (Okla.) Record, formerly Kansas City Journal.

Joe Moore, reporter Madill (Okla.) Record, formerly Kansas City Daily Traveler.

L. Byron Dilbeck, city editor, Waxahachie (Tex.) Daily Light, from city editor Weatherford (Tex.) Daily Herald.

W. C. Hallowell, copyreader Chicago Journal of Commerce.

Stephen Toadvine, financial editor Syracuse Telegram, from reporter.

Bishop Harding, copy desk editor Syracuse Telegram, from political editor.

John F. Cullen, Sunday editor Syracuse American, from city editor Telegram.

Birney P. Lynch, city editor Syracuse Telegram, from sporting editor.

J. Fenton Phelps, sport editor Syracuse Telegram, from promotion department.

James C. O'Neil, reporter Boston Telegram, from Syracuse Telegram.

Miss Lucille Leonard (Lucy Locke), society editor Syracuse Telegram and American.

Miss Dorothy Donaldson, reporter Syracuse Telegram.

Miss Arvilla Stiles, reporter Lynn (Mass.) Telegram-News.

H. T. Hasselquist, news editor St. Paul Pioneer Press, from assistant Sunday editor.

K. T. Knoblock, assistant Sunday editor St. Paul Pioneer Press, formerly New Orleans Picayune and St. Louis Post-Dispatch.

Peter Wheeler, assistant sporting editor St. Paul Pioneer Press, from Minneapolis News.

Lloyd Evans, reporter St. Paul Dispatch, from Minneapolis News.

Harry L. Horne, city editor Ashland (O.) Times Gazette.

Charles G. Stewart, Norwalk (O.) Reflector-Herald.

Raymond E. Bassett, Barre (Vt.) Times, from University of Vermont.

Harry D. Holden, city editor Burlington (Vt.) Daily News, from city staff Burlington Free Press.

SEE THE WORLD

A. E. FISH, general manager Salt Lake City Telegram, Yellowstone Park.

Frank Hunt and E. C. Schmidt, special assignments Salt Lake City Telegram, on vacation.

J. A. Bishop and David Gill, heads of Salt Lake City Tribune copy desk, fishing.

Gale Martin, mining editor Salt Lake City Tribune, on vacation.

J. F. Lewis, assistant city editor Salt Lake City Tribune, back from Pacific Coast trip.

Miss I. C. McCaw, assistant editor Coronado (Cal.) Saturday Night, on motor trip to Montreal.

Henry A. Pershing and Miss Dorothea Kahn of South Bend Tribune, on roving commissions in Europe.

W. T. Webb, city hall reporter Saskatoon (Sask.) Star, on 500-mile auto trip to British Columbia.

Clark R. Kuhns, reporter Wilmington (Del.) Every Evening, vacationing at Perth Amboy, N. J.

Harris Samonisky, sports editor Wilmington Every Evening, touring lower Delaware.

Thomas Dibble, city editor New York Evening Journal, vacation at Barnegat.

Frank A. Bayrd, editor and publisher Malden (Mass.) Evening News, back from 10 weeks' auto tour of Britain and the Continent.

A. W. Ellis, Boston advertising agency man, vacation at Nantucket.

A. R. Brennan, editor and publisher Summerside (P. E. I.) Journal, vacation in Nova Scotia.

Adam Breede, editor and publisher Hastings (Neb.) Tribune, hunting bear in Alaska.

Floyd E. Miller, editor Skiatook (Okla.) News, auto trip to Colorado.

Talbot Patrick, Chicago Evening Post, returning from extended trip to Europe.

Syracuse Herald men on vacation include: John Craddock, University reporter; Arthur Howland, courthouse; Charles Kinney, veteran copyreader, and Gerald Salisbury, makeup man on final edition.

Edward Meyer, Chicago Journal, six weeks' rest at H. F. Bar ranch.

Edward R. Mahoney, city editor Chicago Evening American, month's motor tour.

Miss Mattie Durkee, assistant dramatic editor Rocky Mountain News and Denver Times, vacation in California.

Miss Eileen O'Connor, Denver Times and News, visiting in Cleveland, O.

E. J. Archibald, executive editor of the Montreal Star, back from a visit to Scandinavia.

David W. Howe, assistant manager Burlington (Vt.) Free Press, and Mrs. Howe spending 10-day vacation in boat trip on Saguenay River in Canada.

WITH THE AD FOLKS

C. F. BEATTY has been appointed advertising manager of the New Jersey Zinc Company in place of C. A. Stedman, who enters the Eastern sales department.

B. M. Conlon, former Utica newspaper man, stopped off in that city recently en route to California where he will open a branch office for Howe & Conlon, New York, movie advertising and publicity. He was advertising and publicity director for Vitagraph for four years.

Fred Wilson has resigned as sales manager of the Stutz Motor Car Company, Indianapolis.

Vincent Drayne, of the advertising department of the Joseph Horne Company, resigned to join the Blanchard Coal Company of Pittsburgh. He was presented with a handsome leather traveling bag by his associates on his departure.

Earl L. Hadley, of the Cable Piano Company, was awarded a silver loving cup for the best piano advertisement of the year in Chicago.

George J. Cadwell has been appointed sales manager of the American Writing Paper Company to succeed Carl E. Lincoln, resigned.

BUSINESS OFFICE

MISS BERTHA McCARTHY has joined the advertising staff of the Lynn (Mass.) Telegram-News, assuming charge of the "Betty" shopping page. She succeeds Mrs. Estelle Porter Sullivan, who resigned to go to Boston.

Charles H. Douglas, formerly of the Hayworth Printing Company, has been made business manager of Southern Trade, a magazine published by the Southern Commercial Congress with headquarters in Washington.

H. E. Petingil, former country circulation manager of the Syracuse Hearst papers, is now manager of La Patrie, Montreal.

Fred Stuart, once advertising manager of the Herald, is now assistant general manager of the Syracuse Telegram and American.

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago
620-621 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

Have You Sent That Postal?

Every daily paper in the country has been sent a return postal asking information about the use of church promotional copy and whether or not publishers desire to see new copy.

The Church Advertising Department has had additions to its ranks recently which will enable it to extend the work it has done for the newspapers and the churches of the country.

We are trying to get late information on which to base further efforts to help. Please return your postal as requested—and do it now.

This census of recent church advertising advance is being taken at the expense of the Richmond, Ind., Palladium and the results will be given to readers of Editor and Publisher as speedily as possible.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

This space is donated for the good of the churches by EDITOR & PUBLISHER

Leads in Advertising

The New York Times in six months of this year published 12,582,026 agate lines of advertising, a gain over the first half of last year of 502,132 lines, an excess of 3,326,456 lines over the next New York newspaper, and more than the combined volume of the two other New York newspapers popularly classed with The Times in quality of circulation.

TO REACH BALTIMOREANS WHO BUY

Make a Test of the

BALTIMORE AMERICAN

and

BALTIMORE NEWS

They Go Into the Homes and Stay There

THE

NEW ORLEANS STATES

In two years has *increased*

Daily over 17,000
Sunday over 41,000

Present averages are

Daily over 54,000
Sunday over 77,000

Rate 12c flat Daily
15c flat Sunday

Advertising gain for 1922
1,025,432—Greatest in the South

Represented by

THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK

JOHN M. BRANHAM CO.
CHICAGO

Few Papers—(if any)—surpass the

TRENTON NEW JERSEY TIMES

AS

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A.B.C.

KELLY-SMITH CO.

Marlborough Bldg. New York — Lytton Bldg. Chicago

Coleman Cox, formerly on the advertising staff of the Portland Oregonian, visited north Pacific Coast friends on his way home to San Francisco from attending the Rotary convention in the East. He has recently written two little books of epigrams on life and business, "Take It From Me" and "Listen to This."

Jos. W. Lloyd, Salt Lake City Tribune, has been taken to the Latter Day Saints Hospital for an appendicitis operation.

D. J. Wattis, Jr., promotion manager for the Pittsburgh Post and Sun, is the father of a girl born June 22. He was formerly connected with various Philadelphia dailies.

L. M. Green, formerly advertising manager of the radio department of the New York Evening Mail and previously with Everyday Engineering Magazine, is now in charge of radio advertising for the daily radio tabloid of the New York Evening Journal.

MARRIED

MISS MARION NORMA SMITH, only daughter of E. Norman Smith, president of the Canadian Press, to Monty Taschereau, a son of Lady Taschereau and an officer in the Royal Army Service Corps.

Robert D. Morris, Denver newspaper man now with the Record-Stockman, to Miss Lucile Virginia Blunk of Englewood.

R. W. Shears, editor of the Coopersville (Mich.) Observer, to Miss Amy L. Taylor, school teacher.

Charles Heston Peirson, newspaper and magazine writer, Los Angeles, and Mrs. Percy Franklin Montgomery, cousin of Mrs. Jack London.

Clayton Hook, junior editor of the Auxvasse (Mo.) Review, to Miss Dula Bernard, of Bachelor, Mo., a teacher.

Harold M. Turnblad, member of the staff of the Associated Press, Spokane, to Miss Ellen Gunnerson, Tacoma, June 19 at Seattle.

Hal W. Russell, an employe of the Salem (Ore.) Morning Statesman, to Miss Opal Lathrop, June 27.

Charles Ruple Cheadle, rewrite man for Kansas City Journal-Post, and Miss Garnyt Lenore Decker, telephone operator of the Journal-Post, July 3.

Herrick Brown, New York Sun, to Miss Avalita E. Howe of Marlboro, Mass.

Walter Wright, police reporter, and Miss Lillian Schaefer, telephone operator, Chicago Daily News.

Miss Margaret Kimball McCarthy, society editor Lynn (Mass.) Telegram-News, to W. Francis Herlihy of Somerville.

A. L. Crocker, editor building department of the St. Paul Dispatch-Pioneer Press, to Mrs. Virginia McGrain, July 3.

L. S. Jackson, editor Commercial Review, grain trade paper of Portland, Ore., and Miss Ellen W. Madsen.

Richard V. Haller, program director, Portland Oregonian radio department, and Miss Marjorie MacEwen, married on June 21. Mr. Haller is a veteran of the World War and his bride served overseas in a medical unit.

Miss Margaret Pinkerton Foster, daughter of Paul Foster, associate editor of the Youth's Companion, Boston, and William Yarndell Elliott, Nashville, Tenn., at Paris, June 29.

Ruth I. Downey, for five years on the staff of the Detroit News, and Carl Adams Nillson, June 16.

Ernest Lovett, press foreman for Topeka Daily Capital, and Miss Frankie Reaka, married in Kansas City.

Lawrence Burr Belden, on the editorial staff of the San Bernardino (Cal.) Sun, and Miss Grace Louise Davis of Clarendon, Tex., were married in San Diego, June 12, the ceremony being performed by the bridegroom's father, Rev. F. O. Belden.

Carter Brooks Jones, Associated Press editor in San Francisco, and Miss Eleanor Catherine Hilton of Seattle, engaged.

SPECIAL EDITIONS

PAINESVILLE (O.) TELEGRAPH, Gail G. Grant department store 40-page supplement.

Sault Ste. Marie Evening News, Old Home Week edition, 28 pages.

Albert Lea (Minn.) Evening Tribune, 8-page Fourth of July Booster section, June 28.

Port Arthur (Tex.) News, Silver Jubilee edition for city, July 1, 160 pages.

Great Falls (Mont.) Tribune, Opportunity edition, July 1, 74 pages.

Rochester (N. Y.) Herald, Good Roads and Touring edition, June 24, 120 pages.

NEWSPAPER SALES

MONMOUTH (ILL.) ATLAS, by Bert E. Pinkerton to A. Wallace Barnes, until lately owner of the Loveland (Col.) Reporter-Herald, and for nine years with the Philadelphia Evening Telegraph and Public Ledger. Mr. Barnes was Colorado-Wyoming State Department commander United Spanish War Veterans. Mr. Pinkerton has been prominent in the Illinois State Press Association and the Inland Daily Press Association, and head of the Atlas 12 years. He has published three weeklies and three dailies at different times in Illinois and Iowa. He will remove to Chicago.

Delano (Cal.) Progress, to W. T. Totten, formerly owner Tulare Advance.

Wasco (Ore.) News-Enterprise, to Citizens Publishing Company, with 15 stockholders, president, Earl T. Jones; vice-president, F. R. Fortner; secretary-treasurer, general manager and managing editor, Clarence Anderson.

Monrovia (Cal.) Daily News, by C. C. Howard to George A. Barry and associates.

Bellefontaine (O.) Index-Republican, by F. N. Johnson to George T. Brandon and A. Jay Miller, associated with Johnson in paper's operation since its purchase at receiver's sale several months ago.

Stilwell (Kan.) News, weekly, by William Morton to Russell Dyer, editor Wyandotte County Republican.

Caldwell County (Kingston, Mo.) News, by O. G. Bratcher to N. E. Bottom, Staplehurst, Neb.

Quinlan (Okla.) Reporter, by Welker & Welker to G. L. Parker.

THE AGENCIES

MACMANUS, INC., Detroit, has taken much larger offices at 708 Keith Building, Cleveland. Matthew J. Casey has been permanently assigned to the Cleveland office.

The Hawley Advertising Company, New York City, has increased its capital from $25,000 to $75,000.

The Rueby Logan Co. of Muncie, Md., has been incorporated with $25,000 capital by Ray and Alice B. Rueby and James A. Logan.

Paulen Burke, a graduate from the University of Kansas this year, is now with the Central Advertising Agency at Wichita.

A national advertising agency has been organized in Greensboro, N. C., under the name of Carl J. Balliett, Advertising, with which will be associated Mr. Balliett, now vice-president and director of advertising of the Vick Chemical Company; Douglas D. Conkwright, now of the Greensboro Daily News advertising staff, and Leo MacDonald, of Boston, advertising artist.

The name of the Schulte-Tiffany Co., of Cleveland has been changed to the Tiffany-Bayless Co., W. N. Bayless, formerly chief of service at Power-House, having acquired an interest in and become treasurer of the company.

The San Francisco office of the Echternach Agency has been closed.

DeWitt Harry, formerly connected with the Portland Oregonian, has joined Henry D. Hayek and G. E. Boyersmith of the Advertising Service Bureau, Portland.

Donald K. Moore, formerly secretary-treasurer of the Traub Manufacturing Company, Detroit, has joined the staff

Westchester County's Greatest Advertising Medium

THE

DAILY ARGUS

Mount Vernon, N. Y.

Carried

Over 7,000,000

Lines in 1922

This is the Greatest Amount of Advertising Carried by Any Paper in This Important County.

in WISCONSIN

The Sunday Telegram has BY FAR the largest circulation of ANY Wisconsin newspaper. It is fast gaining the recognition of national advertisers who seek to capture this rich market.

INVESTIGATE!

Learn the truth of the latest audits, and you'll use the

Milwaukee Telegram

REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

140,000

Circulation

The Capital of the nation's largest newspaper, covering Virginia, West Virginia, and southern Maryland.

Over 50% more circulation than any other Washington Sunday paper.

Sunday Times-Herald

G. Logan Payne
Publisher and General Manager

National Advertising Representatives
G. LOGAN PAYNE COMPANY
Chicago, Detroit, St. Louis, Los Angeles

Payne, Burns & Smith
New York and Boston

Features by
Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Chas. Hanson Towne
H. J. Tuthill
John V. A. Weaver
and others
The McNaught Syndicate, Inc.
Times Building, New York

FIRST IN PUBLIC SERVICE
The World
MORNING EDITION
The World and the Evening World have a combined circulation, daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
Advertise in Newspapers by the Year
The Evening World
Pulitzer Building, New York
Maller's Building, Chicago
Ford Building, Detroit

The
Pittsburgh Press
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURGH.
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

In New Orleans it's THE ITEM

New Haven Register
is New Haven's Dominant Paper
Circulation over 35,800 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

of the Campbell-Ewald Company, and is attached to the Detroit office. He has had several years' reportorial and advertising experience with Michigan newspapers.

Harry J. Hoover has joined the Blaine-Thompson Co., Cincinnati, as vice-president.

OUTINGS

The Fargo (N. D.) Daily Tribune gave a "Kids' Party" June 22. Several hundred youngsters saw the "funnies" printed.

The Watertown (N. Y.) Times Club enjoyed a fish and chicken dinner at Henderson Harbor June 15. A toilet case was presented to Morris Fellman, who left the staff to attend summer medical school at Ann Arbor.

Two hundred employes of the Springfield (O.) Morning Sun enjoyed their first annual picnic at Tecumseh Park June 25.

CIRCULATION NEWS AND VIEWS

L. T. WARD, for the past three years circulation manager of the Canton (O.) News, has accepted business connections in Portland, Ore. He will leave Canton about August 1, and drive with his family to the Coast. He plans to visit in Des Moines, where he was connected with the Daily Capital seven years. J. P. Schilling, assistant circulation manager, is for the time being in charge of the department at Canton.

O. N. McGrew, for years in the South Bend Tribune's circulation department, has been transferred to the Tribune's office in Mishawaka, Ind., and placed in charge of circulation in that city.

THE MECHANICAL SIDE

DEPENDENT AND DISABLED stereotypers and electrotypers will have a permanent international home at Cherrelyn, a suburb of Denver, if action already taken by the local union of the International Stereotypers and Electrotypers Union is indorsed by the international body at its convention in Omaha, beginning July 16. A house of three rooms on ten lots has been purchased with the intention of developing this nucleus into a large institution. This home was opened two weeks ago and already has four guests.

Harold Bell, linotype operator on the Ogdensburg (N. Y.) Republican Journal, while alighting from an automobile at Alexandria Bay, was hit by an auto which ran over both of his legs. No bones were broken.

Employees of the composing room of Cleveland News and Sunday News Leader were guests at a performance at Keith's Palace at which the management presented the band which afterward furnished the music for the initial trans-Atlantic trip of the Leviathan.

A proposed amendment under which 40 years connection with the printing industry will be requisite for membership in the Old-Time Printers' Association of Chicago, instead of twenty-five, was one of the important matters to come up at the meeting in the Hotel LaSalle. Pensions for indigent members of 40 years standing also was discussed. President-Elect Thomas Knapp was installed.

K. J. Dollahite, Fort Worth inventor-printer, despite the loss of his eyesight two years ago, has gone right ahead with his work. Now he has devised the duplex check printing chase, designed to accelerate the printing of bank checks. He has also applied for a patent on a check protector.

Otis E. Hardy has entered the Union Printers' Home at Colorado Springs, Col. He is one of the oldest printers of Hutchinson, Kan.

Fred Hansen, a linotype operator on the Omaha Daily News, is the father of a boy born June 23.

William J. Zimmer, for 24 years connected with the press room of the Syracuse Herald, was appointed head pressman to succeed the late Fred Carpenter.

The Mergenthaler Company will give 15 gold watch guards to the leading team at the printers' baseball tournament in New York City, August 4-11.

ASSOCIATIONS AND CLUBS

THE annual conference of the National Better Business Bureaus, Associated Advertising Clubs of the World, will be held in Kansas City, Mo., Sept. 17-20.

The Women's Press Club of Portland, Ore., met June 30 at the Benson Hotel in honor of the Society of Oregon Composers and in recognition of the birthday of Dr. Emil Enna, Portland musician. Fifty guests participated in the program.

The Michigan Woman's Press Association will convene in Kalamazoo in September.

Honest, hard-working business men having membership in the Salt Lake Advertising Club were startled when a patrol wagon drove up and an officer produced a warrant for their arrest. Examination of the warrant showed that club officials had an important luncheon on and had sworn before the proper authority that the only way to make quite sure all the members would be there was to have them arrested and brought in the police wagon. There was some crowd!

Merritt J. Chapman, secretary-manager of the Detroit Adcraft Club, has offered to Mayor Doremus the services of the club in civic matters which entail advertising.

An Insurance Advertising Conference has been formed in Chicago. Leon A. Speer of the Phoenix Mutual Life is president; Chauncey S. S. Miller, advertising manager of the North British & Mercantile, is chairman of the membership committee; and A. H. Reddall, advertising manager of the Equitable Life of the United States, is chairman of the program committee.

The executive committee of the Nebraska State Press Association, comprising President J. S. Kroh of the Keith County News at Ogallala; Past President J. P. O'Furey of the Cedar County News, Hartington; Past President Senator Emerson R. Purcell of the Custer County Chief, Broken Bow; Vice-President Mrs. Marie O'Donnell Weekes, Norfolk Press; Frank O. Edgecombe, Nebraska Signal, Geneva; Ole O. Buck, Harvard Courier, secretary and field secretary; J. R. Alden, York Republican, and C. A. Carlson, Aurora Republican, met at Lincoln June 16 to name a place for the holding of the summer meeting of the association. Omaha was selected for late in August.

The Off the Street Club, composed of Chicago advertising men, arranged a big day for 1,100 or more children today, June 16. The 20th annual benefit for the organization was given under auspices of the advertising men at White Sox Park.

WITH THE SCHOOLS OF JOURNALISM

M. L. SPENCER, director of the University of Washington School of Journalism, was a guest of Canadian newspaper men at the joint meeting of the Alberta, Yukon and British Columbia Press Associations, held at Jasper National Park, Canada, June 7-9. He spoke on "The Small Town Editorial Column."

Samuel Pickard, who graduated from the K. S. A. C. journalism department at Manhattan in June, became extension editor of the Kansas State College. He served in the World War and was also connected with Missouri newspapers.

A chapter of Theta Sigma Phi, national honorary society for journalistic women, will be organized at Temple, Tex., for girls of Baylor College.

Several universities were represented at a meeting at the Milwaukee Press Club, where an alumni chapter of Sigma Delta Chi, national professional journalistic fraternity, was organized. Bertram Zilmer, University of Wisconsin, was elected president. Other officers are: Frank Marasco, Iowa State, first vice-president; Arthur P. Wiesner, Marquette, second vice-president; John D. Ferguson, Missouri, secretary-treasurer, and Basil Walters, Indiana, sergeant-at-arms.

Half-A-Million Dollars
in our first four 1923 campaigns
Another record which shows Hollister supremacy in circulation building. The campaigns were for:
The Washington Post
The Atlanta Journal
The Memphis Commercial Appeal
The Dallas Morning News
We are now conducting campaigns for:
The Chattanooga Times
The Duluth News Tribune
Fall campaigns are now being booked. Wire or write us care of either paper.
HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

From nothing—to
200,000
in seven months
DETROIT
SUNDAY
TIMES

"The African World"
AND
"Cape-to-Cairo Express"
Published every Saturday in London.

EVENING HERALD
Los Angeles, Calif.
Gained 20,347 Daily Average Circulation
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Month Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.
IT COVERS THE FIELD COMPLETELY.
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

The
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

"No. 1" On Every Food Schedule

With Alfred W. McCann, the country's leading food expert, now associated exclusively with it, this newspaper is the strongest food products medium in the Greater New York merchandizing territory.

THE EVENING MAIL
NEW YORK, N. Y.

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY
They are best covered by the
Topeka Daily Capital
TOPEKA, KANSAS
Only Kansas Daily with a General Kansas Circulation
Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.
Supplies market data—does survey work—gives real co-operation.
Arthur Capper
PUBLISHER
MEMBER A. B. C.—A. N. P. A.

PAID
CIRCULATION
SELLING CAMPAIGNS
Great increase in your circulation in a few weeks—all paid in advance—nothing under six months. Conservative service—positive results. Sixteen years of substantial successes. Service you will like. Ask about us.
THE PULTZ CO., Ltd.
32 Sec. Nat. Bank Bldg., READING, PA.
Long Distance 2418-R

"In Boston It's the Post"
Circulation Averages for 1922
BOSTON DAILY POST
396,902
Copies Per Day
BOSTON SUNDAY POST
401,643
Copies Per Sunday
First in Local, General and Total Display Advertising

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

ROY SNYDER, Classified Advertising Manager of the Easton Express, is promoting a very unique, and incidentally successful plan in creating reader interest in his department by using the following method.

This ad was run under the "Pet" classification for a week:

AIREDALE PUPS—of the finest breeding. The very best dog on earth for any purpose. Wm. H. Cyphers, Washington, N. J. R. D. 2.

In order to bring this particular little insertion before the eyes of the public, Mr. Snyder placed the following news item on the local news page of the City Edition:

AN AIREDALE FOR THE CHILDREN

Airedale dogs are known for their fearless loyalty to their master. They are wonderful companions for children and are constant guardians for them. Airedale pups of the finest breeding are today advertised in the "Pets" column in the Classified Section of the EXPRESS.

Each day a different news item is placed on the above mentioned page so that practically every classification is given good publicity. At no time is the name of the advertiser mentioned in the item as this would be unfair to the others; but, the reader in order to find the designated ad must naturally read a good many others first.—Robert W. Stevenson, Easton Express, Easton, Pa.

A Kokomo auto dealer advertised to find how far a certain make of automobile would go on a measured ½ gallon of gasoline. The dealer offered a prize of a $10 gold piece to the one who guessed the nearest to the number of miles. Blanks were run in dealers' ads for name, address and guess of reader. Also a question was asked if reader would like to have full information about a name of car.—Robert B. Miller, The Chronicle, Marion, Ind.

It would make an interesting department if the paper would get the local builders and real estate men to come in on a weekly department labeled "New Homes Completed This Week." In this department all of the builders would tell about the new houses they have completed during the week, would tell which of these houses had already been sold and to whom and would give worth while particulars about the completed homes which were not yet sold. This would not only be of great interest to the readers of the paper but would be a real help to the builders in selling more homes.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

Selling the exclusive right to a man's store or restaurant to use the comic characters in his advertising brought ten inches a day, Saturday evening included, to the Port Arthur News. What the character said was morticed out with a substitution concerning the goods advertised. This was run on the comic page, which carried a few other small features, such as bed-time stories, etc. It was easy to convince this advertiser that the ad must be run every day when once started or the page otherwise would not be uniform.—J. V. Howe, Howe Advertising Agency, Port Arthur, Tex.

At some time or another in nearly every newspaper advertising salesman's life he is confronted with the problem of a client considering the idea of forsaking the press columns for the billboard. Granted that on the face of matter the situation may sound ridiculous to the experienced salesman of newspaper display space, the client should no doubt be easily convinced that his contemplated move is nothing short of suicide, especially if he is an advertiser with a limited appropriation; however, it must be borne in mind that the salesman of the painted out-door boards has several convincing arguments in his favor as well as cleverly drawn dummies gaudily colored. The following words explaining how the writer met such a situation may prove beneficial to other salesmen of newspaper space. After the usual submitting of circulation and reader figures in comparison with the bill board salesman's own estimates of those who daily pass by the various locations of the proposed boards I offered the suggestions of a miniature bill board in cut form to run in the display columns of the newspapers that I represent. I urged that the copy be short and to the point, regular outdoor display board style. The idea being that a compelling display would in this way be placed before more readers in the newspapers than possible passers-by of the proposed bill boards or poster boards whichever one choses to call them, and at a smaller cost. The accompanying reproduction of the cut that I had made for the advertiser is self-explanatory and the fact that I succeeded in selling the advertiser the miniature bill board is proof positive that there are more methods than one to combat the exclusive use of out-door display by advertisers with small appropriations. In this instance I might also point out that the bill board style of copy was particularly adaptable to my advertising idea. —Gerald F. Champ, The Union-Tribune, San Diego, Cal.

MILWAUKEE
is the ideal try-out market. Representative in size—not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—
The Milwaukee JOURNAL FIRST—by Merit

THE BOSTON AMERICAN
Is showing two gratifying results of its three-cent price:
It has the Largest Circulation in New England at that price.
It is taking on a Higher Grade of Advertising every month.
QUALITY and QUANTITY Go Hand in Hand.
BOSTON AMERICAN

ON-TIME PRODUCTION at low cost is the essential requirement in newspaper manufacture. The research already done by this organization will contribute to the betterment of this quality in your new plant.
S. P. WESTON
Newspaper Buildings
Mechanical Layouts
Production, Operation
120 West 42nd St. New York

THE
KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District
NATIONAL REPRESENTATIVE
John M. Branham Co.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Cartoons

Local Cartoons from Linotype material or own ideas. With 2 col. cut, complete $5.00.
Independent Engraver, 258 W. 28th St., N. Y.

BUDDIE AND HIS FRIENDS by ROBERT L. DICKEY
Will Enable You to Give Every Reader a Dog Once a Week All-Dog Cartoon
Metropolitan Newspaper Service, New York

Children's Page

AUNT DEE DAILY CHILDREN'S STORY
Imaginative, but not too exciting.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Colyums

"DAY AND NIGHT"
Weekly; general information, comment, humor.
7 East 42d St., N. Y. C., Room 1002.

Comic Pages

BILLY BUNK
New Paper This Week.
The Excelsior, Paris, France
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Comic Strips

FAMOUS FANS—in 3 col., great stuff.
KIDDIE KAPERS—in 2 col., real kids.
Columbia Newspaper Service, 799 B'way, N. Y.

PERCY AND FERDIE
Published daily for 19 years.
The longest consecutive run in the world.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

MRS. CONTRARY
Mrs. Contrary Mrs. Contrary
Mrs. Contrary
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Exploit and Adventure

A WEEKLY PAGE OF DASH AND DARING
Served, if Preferred, in Full-Page Mats
Metropolitan Newspaper Service, New York

Fiction

"FIRST IN FICTION"
Weekly Short Stories, Novelettes, Serials
Quality—Popularity—Appeal
Metropolitan Newspaper Service, New York

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors
Service for Authors, 33 West 42d St., New York

Health

"HOW TO KEEP WELL"
By A. F. Currier, M. D.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Home Decorations

HOME BEAUTIFUL, by Dorothy Ethel Walsh. Featured by N. Y. Sun, Chicago Daily News and others.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Photo News Service

SEND US YOUR NEWS AND FEATURES pictures. We pay $3 and $5 for each accepted.
Kadel & Herbert,
153 East 42d St., New York City.

Radio

50,000,000 RADIO "FANS" IN U. S.
Daily Features and Full Page Mats.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

SUPPLIES & EQUIPMENT

For Newspaper Making

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

USED NEWSPAPER PRESSES

Scott Three Deck Two Page Wide Press, prints 4 to 24 pages, 8 columns, 12 ems, length of page 21 to 23½ inches.

Scott Four Deck Two Page Wide Press, prints 4 to 32 pages, 7 or 8 columns to page, page length 23-9/16th inches. Can be shipped at once.

R. Hoe & Company Quadruple Press with color printing attachment, prints from 4 to 32 pages, 7 or 8 columns to page, sheet length 22¾ inches.

WALTER SCOTT & CO.
Plainfield, New Jersey
NEW YORK 1457 Broadway — CHICAGO 1441 Monadnock Block

Cline-Westinghouse Double-Motor Drive with full automatic push button control.

The New York Times has ordered Cline-Westinghouse Double-Motor Drive with full automatic push button control for four of their new presses.

MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO. — EASTERN OFFICE Marbridge Building Broadway at 34th Street NEW YORK

GOSS
SERVICE

Repair Parts for every Goss Press or Stereotype machine are carried in serially numbered stock bins at our Chicago Plant.

Orders are shipped immediately —including those received by the "man on watch" nights, Sundays and holidays.

This service has no parallel in the industry. How vital it is, our customers keenly appreciate.

The GOSS PRINTING PRESS CO.
1535 S. Paulina St. Chicago.

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

EDITOR & PUBLISHER CLASSIFIED ADVERTISEMENTS FIND BETTER POSITIONS FOR COMPETENT MEN

Galt, Ontario.
July 9, 1923.

Editor and Publisher,
World Building,
New York City.

Attention J. F. Roche

Gentlemen:-

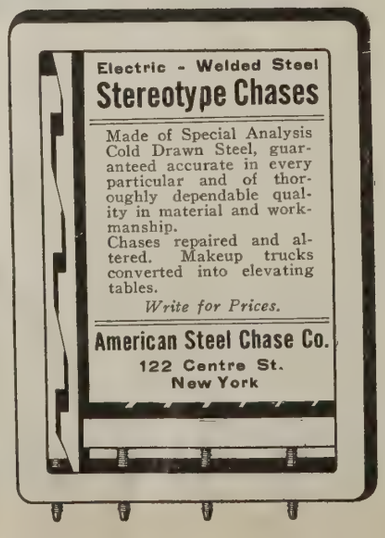
Just a line to express my appreciation of the services of Editor & Publisher in assisting me to obtain a new situation.

From the three insertions of my classified ad in your publication there were ten replies received.

One more member of the newspaper fraternity who is convinced of the pulling power of a classified ad in Editor & Publisher is

Yours Sincerely,

Stuart H. Cant
C.S.C.



R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First—
Progress Always

We always carry a full line of Press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET
NEW YORK CITY

No. 7 Water Street Boston, Mass. — Tribune Building Chicago, Illinois

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Executive.
Capable, clean-cut, congenial young man, newspaper experience, desires responsible position. Box B-834, Editor & Publisher.

Advertising Man
An advertising salesman with initiative, has made good in the New York advertising field. Wishes connection with publication in or near New York City. An interview will undoubtedly convince you of my ability. Excellent references. B-783, Editor & Publisher.

Advertising Manager.
Seven years' experience as copy writer, salesman and display manager, wants real position, good appearance, address, references and records. B-812, Editor & Publisher.

Advertising Solicitor.
Number of years' experience in New York advertising field. Can write copy and knows how to create new business. Wishes connection with publication in or near New York City. An interview will convince you of ability to make good. B-818, Editor & Publisher.

Advertising Man at Liberty.
Salesman and copy writer with 12 years experience desires position with daily in city of 75,000 upwards. Not just another job but a real opportunity where there are chances of advancement. Married. Good record, appearance and address. Wire or write Chas. S. Walsh, 10 Miller Street, Binghamton, N. Y.

Berlin Correspondent.
Thoroughly experienced journalist, Scandinavian but perfect in English, keen, active, enterprising, with exceptional inside connections for "scoops," desires connection with good newspaper or syndicate at modest remuneration. Write Gösta Langenfelt, Siegmundshof, 4-I(Berlin.

Capable General Manager
or Publisher immediately available, with over twenty years' successful experience as business executive in Metropolitan and provincial fields. Excellent record and references. Inquiries treated strictly confidential. B-837, Editor & Publisher.

Circulation Manager,
experienced on large and small dailies; capable, energetic and well versed in every detail as well as promotion work. Can report on short notice. Address Box B-813, care Editor & Publisher.

Capable, High Class Executive,
Advertising salesman and copy writer seeks connection with Pacific Coast newspaper (large or small) or with general agency. A large salary is not the objective, but rather an opportunity to settle on the Coast. Now employed on important middle western daily as department executive. Unquestionable references as to ability and moral character. Please give full details in first letter. Address B-819, Editor & Publisher.

SITUATIONS WANTED

Classified Manager
Man of ripe experience, now employed, seeks larger field. Is competent and will produce on salary or drawing account for Republican newspaper. Answer today. Build up your classified this year. B-785, Editor & Publisher.

Classified Manager
Age 36; 15 years' experience, knows classified in all its details. Lots of pep and enthusiasm. Can enthuse and show your staff how to get classified. Sane methods used. Have shown big gains that stay. My system is now used on metropolitan dailies which I installed. Have organized and trained classified staffs of 15 street solicitors and 20 phone solicitors. Highest references if you have the field for a live, red-blooded classified manager seeking a permanent connection. Salary not as large as you would think to start. Willing to show any live publisher who appreciates the value of classified adv. Box B-832, Editor & Publisher.

Commercial and Financial Editor,
34, good presence and address, energetic, with initiative, well educated, well trained newspaper man, available for first class daily August 1. Address B-836, care Editor & Publisher.

Editor
now employed would make change; prefer city of about 50,000. Highest references as to character and ability. Ohio or Western Pennsylvania, Indiana. Can fill any place in news or editorial end. B-829, care Editor & Publisher.

Editor-Manager.
Ten years' experience. Thoroughly familiar with methods of developing all departments. Now with metropolitan daily. Desires to return to smaller town. References. Address B-815, Editor & Publisher.

Editorial Writer and Paragrapher
wants to hear from strong independent paper in need of capable man. O. Byron Copper, Fremont, Nebraska.

Energetic Young Married Man,
27, wants connection with live small town daily. Experienced in advertising and circulation. I know what ads look like in the non-advertisers "sinking fund," as well as in the form, and know how to shift from the one position to the other. Can come anywhere anytime. Address F. B. Borne, 404 South 18th Street, Nebraska City, Nebraska.

Linotype Operator.
Experienced on newspaper, law and job work. Can turn out fair string of type. F. Hoar, 12 Ferguson St., Corona, N. Y.

Widely Experienced
news and editorial man; 40; employed; wishes permanent connection with small southern afternoon paper. Metropolitan and small town experience. Exceptional record of achievements. B-806, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Cost Accountant
and operation and production statistician for newspaper work. Immediate employment. Man must be thoroughly conversant and have done this work. Metropolitan newspaper. Address Manager, P. O. Box 5272, Boston, Mass.

Typographical Union No. 10
needs five good Linotype operators for steady night situations. Scale $45.00. Address George F. Middendorf, care Courier-Journal, Louisville, Ky.

Unusual Opening
with large publishing house for man with successful experience on an agricultural or small town publication in the handling of direct by mail solicitation and club raiser efforts. Give full particulars regarding yourself, present and previous connections and send samples of work with first letter. Address in strict confidence, B-831, Editor & Publisher.

Wanted
Circulation manager who is willing to work in the field taking care of suburban towns, good opportunity for reliable man on middle west morning paper, give references. Address B-803, Editor & Publisher.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

Editor.
Ohio's most widely quoted paper offers unusual editorial and paragraph service to one daily in each large district, giving exclusive franchise; compare with large-city papers; low cost; quit any time; general offer August 1; write today. Sterling Editorial Service, Box 15, Canton, Ohio.

BUYS 27-STORY BUILDING

Birmingham Age-Herald Gets City's Tallest for Plant

(*By Telegraph to* Editor & Publisher)

Birmingham, Ala., July 10.—This city's tallest building, formerly known as the Jefferson County Bank Building, has been purchased by D. B. Comer, part owner of the Birmingham Age-Herald, will be rechristened the Age-Herald Building, and will soon become the home of that newspaper.

The building is 27 stories high, counting the vault and the mezzanine floors, which are not numbered. The consideration in the purchase was approximately $1,500,000. It is 331 feet from the sidewalk to the cornice of the roof garden on the 25th floor. The building fronts 75 feet on Second avenue and runs back 100 feet on 21st street. It is surrounded on two sides with massive Corinthian columns of polished granite extending above the third floor. The building adjoining at the back was also purchased to give plenty of ground space for presses.

Candidate Uses Full Pages

At present in Philadelphia there is much discussion in the newspapers and among political leaders regarding the successor to Mayor Moore. The election takes place in the Fall of 1924, but the nominations come off at the Spring primaries. The "organization" had a bomb thrown into their camp recently when Powell Evans, a business man and for many years an active reformer, took full pages in the papers to announce his willingness to run on an independent Republican ticket.

Account Returns to Agency

The Charles H. Trouzalin Agency, Chicago, announces the return to it without solicitation of the Chicago Flexible Shaft Company, after an absence of nine months. From July 1, the agency will continue, as for 11 years past, to place the company's advertising of Sunbeam iron, Sunbeam electric toaster, Rain King sprinkler, etc.

St. Paul Dispatch Outing Book

The St. Paul Dispatch Printing Company has just issued, for free distribution, "The St. Paul Dispatch and Pioneer Press 1923 Outing Book." It carries numerous halftones and the 75 pages are packed with information. The book exploits Minnesota and Wisconsin as a playground all the year. It was prepared by "Al" Evans, outing editor.

Legion Fetes Ad Man

J. Le Roy Berglund, classified advertising manager of the Atlantic City Daily Press and the Evening Union, was given a farewell dinner July 9, by the James Harvey American Legion Post of Ventor, of which he was finance officer. He is leaving to become classified advertising manager of the Cincinnati Evening Post.

NORRISTOWN PAPER REVIVED

Evening Register to Make Appearance Again in September

Announcement was made July 12 that the Norristown (Pa.) Evening Register, a newspaper founded in 1800 and suspended about eight years ago, is to resume publication in September. Two properties, located at 58 and 59 East Penn street, in the center of the business section, have been purchased and the construction of a suitable home for the newspaper begun from plans drawn by Harry Gordon McMurtrie, a local architect. Until the building is ready for occupancy offices are being maintained at 19 Curren Arcade.

The Register will be independent in politics. Its plant will be equipped with a 16-page Goss straightline press, five linotypes and a Ludlow. The building will consist of a basement and three floors and will occupy a site 35 by 100 feet. An established job printing house will be merged with the newspaper.

Gilbert S. Jones of Norristown heads the owning company as president of the Register Printing Company and as publisher of the newspaper. Associated with Mr. Jones are Clifton S. Hunsicker and Norman B. Wamsher, Norristown newspaper men. E. S. Moser, publisher of the Collegeville (Pa.) Independent, will be a contributing editor.

Editors Tried in Paris

On the same day in Paris, Charles Maurras, director with Leon Daudet of the Royalist newspaper L'Action Francaise, was sentenced to four months imprisonment and to pay a fine of 500 francs for organizing attacks on Socialist deputies; and Ernest Judet, former director of L'Eclair appeared for trial six weeks after the date of his alleged crime of high treason. M. Judet is 72 years old, and recently returned from Switzerland to face the charges against him of defeatist propaganda. He was acquitted.

Cartoonist-Writer Assaulted

Hal Forrest, cartoonist and special writer of the Camden (N. J.) Daily Courier, was hit on the head with a blackjack and knocked unconscious while making a political speech at Clementon, N. J., July 7. Forrest said the fight was precipitated by an anti-commission group in Clementon who are urging continuance of the township committee form of government.

Clothing Account for Tolins Co.

The Tolins Company, of Philadelphia has secured the account of the Universal Clothing Company, manufacturers of clothing for the trade.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 225 Fifth Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Southern Daily

Only daily newspaper in manufacturing city, Cotton Belt State, well equipped, staple business, with expansion possibilities. Can be bought for $25,000, with $8,000 cash payment, balance on easy terms.

HARWELL & CANNON
Newspaper & Magazine Properties
Times Building, New York

WE CONNECT THE WIRES

EXPERT in retail merchandising and newspaper advertising promotion, describes our No. 11557, now with 200,000 daily. Wants position in smaller city, even at financial sacrifice. Strong salesman, good copywriter, ready at make-up—an all-around advertising man with over ten years' newspaper experience and competent for executive responsibility.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

STARR SERVICE CORPS
Pierre C. Starr
Furnishes successful practices and co-operative systems pertaining to any phase of
NEWSPAPER MANAGEMENT AND DEVELOPMENT
Increasing Advertising Earnings, Circulation, Etc.
Service limited to daily newspapers with not less than 15,000 circulation.
STARR SERVICE CORPS
Upbuilders of Newspapers
42d St. & B'way New York City

NOTICE

INTERNATIONAL PAPER COMPANY
New York, June 27, 1923.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1½%) on the preferred capital stock of this Company, payable July 16th, 1923, to preferred stockholders of record at the close of business July 6th, 1923.

OWEN SHEPHERD, Treasurer.

The
Ellis Parker Butler
Masterpieces
A Weekly Series
of
Famous Humor Stories
Illustrations by
Van Benthuysen
Eighteen Weeks, Beginning
August 6.
The McClure
Newspaper Syndicate
373 Fourth Avenue, New York City

The
True Story
of
Woman's Dress
By Edith Hollick Oliver
This series traces the formative characteristics and features of fashion back to their origin. A daily feature. Write for broadside.
Hol-Nord Feature Service
500 Fifth Avenue, New York City

LUKE
WHOOZIS
a new strip by "HUTCH"
First publication August 6th. Phone, wire or otherwise hustle in your reservations NOW
THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

America's Best
Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

WIRE
NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

WHAT do some of your prominent ministers think of church hymns containing suggestions of the modern spirit of "jazz tunes" and encouragements of Volstead law violations? At the International Christian Endeavor convention, Prof. H. Augustine Smith, of Boston College, declared that many old church songs should be banned because they are suggestive of barbaric themes. "Onward, Christian Soldiers," "Jesus Loves Me, This I Know," "In the Land of Corn and Wine" are only a few of the songs that Prof. Smith decries as being harmful.—J. R. C., Jr., I. N. S., Des Moines.

Good reading for the medium-sized town dailies would be a list of automobile licenses to townspeople, with or without the names of the cars purchased. The news value of this feature would overcome the feeling that certain makes of cars were being given free advertising.—E. T. L.

How many people in your community are sick every year? What is the cost of this sickness? In New York, 180,000 persons on the average are on the sick list every day. And, according to the head of the United Hospital Fund, New York spends $54,000,000 a year for sickness. The National Health Council figures the sickness cost at $900,000,000 in lost wages, for the entire country. This does not take in the doctor's charges. How about your community? — G. Harris Danzberger, Hartsdale, N. Y.

"What would you do if you lost your job?" is a question propounded recently by the New York World. The variety of answers possible can be woven into an excellent human interest story with a local flavor.—James M. Mosely, 306 Bay State Road, Boston, Mass.

In nearly every town and city, there are buildings that have mottoes inscribed over the doorways, on the cornerstones, imbedded in the sills, or carved elsewhere in the masonry, or painted on the walls. It is interesting to compile a story concerning these mottoes. Some of them are original; others are from the Bible or Shakespeare or some famous sage. It is often possible to interview the persons who had the choosing of such a motto to do and from them find out why that particular one was chosen, where it was obtained, and some interesting history connected with it.—Karl B. Pauly, The Journal, Middletown, Ohio.

Newspaper writers often have been criticised by ministers from their pulpits for so-called sensationalism or the nature of news stories that appear in print. Manton L. Marrs, of the St. Louis Times, until recently a writer for the Muskogee Times-Democrat, answered this criticism and obtained some breezy news stories for his paper by challenging a minister to attempt to "tell his story in thirty minutes." Assuming that the story of the life of Christ is the center of religious activity, the Times-Democrat induced a minister to attempt to tell the story of Christ in a sermon of ordinary length, comparing the feat with the task of newspaper writers in handling the most momentous news events with a limited time for preparation. The "story-sermon" packed the church, and created wide interest among all classes of readers.—David Resnick, The Times, St. Louis, Mo.

What have become of the "Dens," "Parlors," "Billiard Rooms," "Entries," "Libraries," etc.? Architects of modern homes in New York are omitting them. And in their places are coming "Foyers," "Sun Rooms," "Breakfast Nooks," "Dining Alcoves," "Kitchenettes," and what not. Has any change occurred in your community? You should be able to get a good human interest story on this.—G. Harris Danzberger, Hartsdale, N. Y.

The newspaper which really wants to perform a service for its readers and community could find this an excellent way of serving: Send a couple of reporters out in an automobile to place signs on four-corners which are at present unmarked and confusing to drivers. Have a sign printed, either on metal or wood, stating that the Daily ——— found this corner unmarked and as a matter of service, marked the directions for the convenience of drivers. A stencil set is all that is required for the marking, and the car's speedometer will show the distance to the nearest towns.—Edward T. Loveday, 9331 Graves street, Detroit, Mich.

Every town, big or little, has its automobile haters, and most of them, being haters, are willing to tell why. The local dealers know who they are.—D. H. T.

The strangest law cases which have come up, told by lawyers themselves, are being published by the Boston Post. Many an unusual angle in striking cases is being revealed. Get some of your legal lights to talk.—James M. Mosely, 306 Bay State Road, Boston, Mass.

What happens to automobile drivers who are arrested charged with being drunk while driving? Do they get jail or get off easy? The Boston Globe looked into the matter through New England and found that many motorists are sentenced to jail by district courts, but on appeal few arrive there.—James M. Mosely, 306 Bay State Road, Boston, Mass.

The Fort Worth Star-Telegram publishes from day to day pictures of business men who have just moved into the city, carrying a short write-up of what the men have done, what business they are entering in Fort Worth, and anything of interest about the men. This proves to be an attractive feature that easily gains the good-will of newcomers to the city.—R. E. L.

An interesting feature story can be obtained in almost every city by interviewing the manager of the local telephone company on the difference between American and foreign telephone systems. He will likely have data at hand concerning these foreign systems and the story will make the worst telephone "kicker" thankful that he doesn't have to put up with the terrible service in Mexico, Japan or England.—Lowell C. Pratt, Progress, Pomona, Cal.

Much publicity has been given to the alleged powers of restoring to life persons whose heart action has stopped and who are apparently dead by the injection into the heart of the drug recently invented and known as "adrenalin." What do your local prominent physicians say of this? If you are in a large city, you may be able to get together enough cases where the operation was attempted successfully to make an interesting feature story.—David Resnick, The Times, St. Louis, Mo.

The Kind of Daily Serial That Newspaper Readers Demand
STARVED HEARTS
By
Mildred Barbour
Who Will Write Exclusively for
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

There are more than 335,000 prosperous, industrious people in Indianapolis. Most of them read The News. And they read it at home, where buying impressions are made.
The Indianapolis
NEWS

"Ma"
A Comic Classic
in a daily strip.
Furnished by
C-V Newspaper Service, Inc
350 Madison Ave., New York City

Million
Dollar
Hearst
Features
The World's Greatest Circulation Builders
International
Feature Service, Inc.
New York

Best $2.00 Investment

That Can Be Made By

Newspapermen and Advertising Executives

—The Cloth Bound Copy of

EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK

"It's as necessary as ink"

Answers 50,000 questions relating to newspapers and advertising.

Contains the names of more than 20,000 newspaper executives—daily and Sunday newspaper circulations and rates for United States and Canada—executives of newspaper and advertising associations and clubs—complete lists of newspapers of England, Ireland, Scotland and Wales—long list legal decisions affecting newspapers and advertising—analysis of magazine circulations by states for leading monthly and weekly publications in general field and hundreds of other important statistics, figures and facts that are part of every newspaper and advertising executive's daily work.

THE EDITOR & PUBLISHER COMPANY
63 Park Row,
New York
U. S. A.

The DES MOINES CAPITAL delivers the Des Moines market to national advertisers --

No Des Moines newspaper can deliver the Iowa market. No Des Moines newspaper can seriously influence Sioux City, Burlington, Dubuque, Ottumwa, Clinton, Council Bluffs, Cedar Rapids, Waterloo, etc.

The Des Moines Capital at the present time is delivering the Des Moines market successfully to some of the biggest and most important national manufacturers in the United States. The Cudahy Packing Company has been advertising Old Dutch Cleanser in the Des Moines Capital exclusively for the past six months, and the sales in Des Moines and surrounding territory are thoroughly satisfactory. Simmons Beds have been advertised exclusively in Des Moines in the Des Moines Capital for several years. Simmons Beds are as staple in the furniture trade in Des Moines and surrounding territory as sugar is in the grocery stores. Other big national advertisers who are refusing to submit to the double-header proposition of a morning and evening combination in Des Moines because it is unnecessary and because it is over-buying the field, are as follows: Edison Electric Appliance Company, Shredded Wheat Company, Warren Printing Papers, MacLaren's Mayonnaise Dressing, Nairn Linoleum, Lloyd Baby Carriage, Franklin Baker Coconut, None-such Mince Meat, Salt Lake City Chamber of Commerce, Blue Whirl Egg Beater, Liberty Hot Plate, Hazel-Atlas Glass Company, Stanley Vacuum Bottles, etc.

The best evidence of the Des Moines Capital's productivity is based upon the fact that for more than twenty-five years it has been the chief reliance of the Des Moines department stores, and the majority of the local advertisers. If the Des Moines Capital can do it for the department stores, it can do it for national advertisers.

The Des Moines Capital

"Delivers the Des Moines market. No Des Moines newspaper can deliver the Iowa market."

Special Representatives: O'MARA & ORMSBEE, INC.
New York — Chicago — San Francisco

IMPORTANT NOTE

The Des Moines Capital competes with a publisher who advertises a morning and evening combination as a single newspaper with a single circulation. This confuses many national advertisers. The national advertiser who buys a morning and evening combination in Des Moines is overbuying the market.

THIS ISSUE: ALL EUROPE BREAKING INTELLECTUALLY

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday

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Vol. 56. No. 12 | NEW YORK, AUGUST 18, 1923 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign | 10c Per Copy

Beginning Sept. 4th—
GOOP ETIQUETTE—*by Gelett Burgess*

GREEDINESS

Why do you sit and look aghast?

Because you eat so very fast!

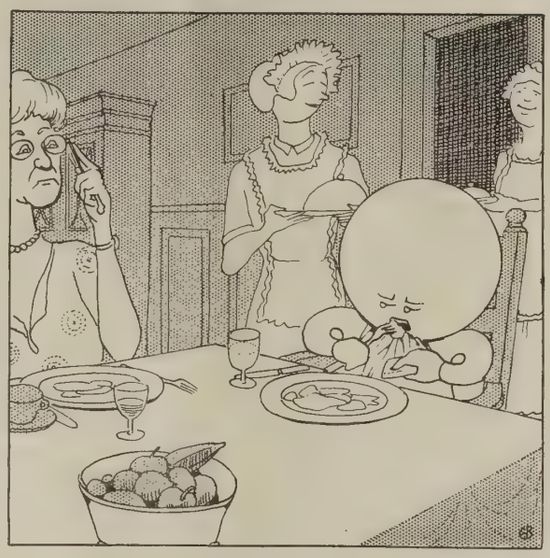
Why do your eyeballs bulge and wobble?

Because you gobble, gobble, gobble!

Am I a Goop?

Oh, yes, indeedy!

I never saw one quite so greedy!



GELETT BURGESS *now Gooping for Chicago Tribune Newspapers*

A new kind of comic! It "kids" the kids to be good! Most comics teach them to be naughty . . . . . GOOP ETIQUETTE is inimitably funny, well drawn, clean, ... always new and novel . . . . it corrects children's faults and gives their parents something to think about at the same time . . . . . it is well liked by the grown-ups because it intrigues the youngsters into behaving properly without boring anyone to death . . . . GOOP ETIQUETTE is the latest, and one of the most hilarious, members of the Leadership feature family! For GOOP rates, phone, write or wire

The Chicago Tribune Newspapers Syndicate
Tribune Plant, Chicago **25 Park Place, New York**

Buy ---------- *Leadership!*

LEADERSHIP!

Features, to a large extent, are responsible for circulation, or the lack of it! Not all features are proved circulation builders—it pays to be sure—*buy leadership!*
Four years from the date of its founding by The Chicago Tribune, The New York Daily News attained first place in morning daily circulation of America. It differed from its parent paper in many ways,—in character, purpose, make-up, size,—yet its FEATURES are identical with those in The Chicago Tribune. These features meant leadership to The New York News—they mean leadership wherever they go!

8 Chicago Tribune Comics offered in an 8-page tabloid color comic section.
THE GUMPS
By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed
WINNIE WINKLE
By Branner
SMITTY
By Berndt
TEENIE WEENIES
By W. M. Donahey
MOON MULLINS
By Willard
KITTY
By Mildred Burleigh

Fiction
Blue Ribbon Serials for Sunday *(one release a week)*
Blue Ribbon Serials, Week day *(six days a week)*
Blue Ribbon Short Stories—*from 8,000 words down*
Well Written Tabloid Short Stories of 300-600 words
10 Weekly Short Stories by CAPT. E. V. RICKENBACKER, Smashingly illustrated
12 Weekly Half-page Stories Entitled "OLD RELIABLE" By Judge Harris Dickson

Leased Wire Service
Foreign—National—Local

Pacific & Atlantic Photos
Organized by The Chicago Tribune and The New York Daily News
25 Park Place, New York.

Color Comics
The Gumps—Gasoline Alley—Harold Teen—Winnie Winkle—Teenie Weenies — Kitty — Moon Mullins —Smitty.

Black & White Strips
The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King.*
Harold Teen *by Carl Ed.*
Winnie Winkle *by M. M. Branner.*
Moon Mullins *by Frank Willard.*
Smitty *by Walter Berndt.*

W. E. Hill
Page of Comics
in Gravure or Black and White

Cartoons
John T. McCutcheon—Carey Orr
Gaar Williams

Burns Mantle
Weekly New York Theatre Letter

The Potters
by J. P. McEvoy

GRAVEL PIT PUPS
Raymond Kelly

Dr. Evans
The first and best of newspaper medical writers.

Daily and Sunday
Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery.

The WASHINGTON TIMES IS *FIRST* IN FOOD ADVERTISING.

LEADING THE WASHINGTON STAR BY 15,055 LINES
LEADING THE WASHINGTON POST BY 46,735 LINES

PREFERENCE

Local food advertisers during the month of July, used 72,960 lines of display advertising in The Washington Times. This was 15,055 lines more than they used in the evening Star, which was the second paper; and 46,735 lines more than they used in the Washington Post, which was the third paper.

COVERAGE

The Washington Times is the progressive afternoon paper in the National Capital. It is read daily by the men and women of Washington who are young in years or young in spirit. The Times is the kind of paper that would interest most those who are living in the future; the sort of people it pays to address your advertising copy to. People who readily understand the value of a trade-marked brand.

★

The Washington Times is a six-day evening paper. Two papers are advisable in the national capital if the appropriation can afford it. The Times-Herald combination offers the lowest line rate per thousand with the least duplication.

RESULTS

The national advertiser usually buys newspaper space from rate book and circulation reports. He goes on the law of average. The local advertiser selects his newspapers from the results he gets following an insertion. Local food advertisers are on the ground floor; **they know!** Their overwhelming preference for The Washington Times is a significant fact, a guide post to the national space buyer!

THE FIGURES

In local food advertising the Times carried	72,960 lines
In local food advertising the Star carried	57,905 lines
In local food advertising the Post carried	26,225 lines
In local food advertising the Herald carried	25,820 lines

The Times and Herald carried.....98,780 lines
The Star and Post carried.....84,130 lines

These are the straws which indicate the way the wind is blowing in Washington.

WASHINGTON TIMES

THE NATIONAL DAILY

G. LOGAN PAYNE
Publisher and General Manager

G. LOGAN PAYNE CO.
Chicago, Detroit, St. Louis, Los Angeles

PAYNE, BURNS & SMITH
New York, Boston

ARE YOU KEEPING UP WITH THE TIMES

The Cleveland Press-189,397-has the Largest Circulation of any Daily Paper in Ohio

It's Cleveland That Counts!

for MOST of the merchandise sold by Cleveland stores is sold to Clevelanders. The supremacy of The PRESS in the local field is evidenced by the fact that Cleveland merchants habitually place 40% of all their daily advertising in The PRESS.

Greater Cleveland Circulations

		PRESS EXCESS
The PRESS	150,054	
Sunday Plain Dealer	129,405	20,649
Daily Plain Dealer	107,067	42,886
Evening News	103,824	46,730
Sunday News Leader	83,443	66,611

Sound Advice to National Advertisers:

Advertise As Your Distributors Do

The Press
First in Cleveland
A SCRIPPS-HOWARD NEWSPAPER

National Representatives: ALLIED NEWSPAPERS, Inc.
52 Vanderbilt Ave., New York
Chicago, Cleveland, Cincinnati, St. Louis, Atlanta, San Francisco

The Press has 35,000 more CLEVELAND MARKET Circulation than any other daily paper

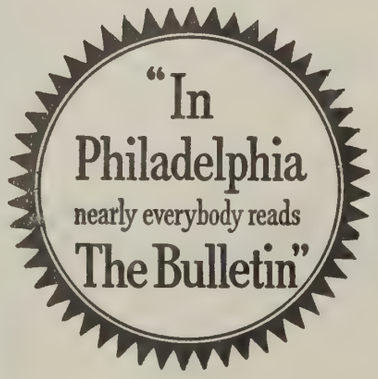
"Nearly every Philadelphia retail merchant that advertises uses The Bulletin. Follow him,—he knows!

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

New York Office of

THE BULLETIN

814 Park-Lexington Building

46th St. & Park Ave.

is now open for the convenience of the Advertising Patrons of the Bulletin

Staff: Frank Pita John H. McMurtrie Joseph W. Simpson

Copyright, 1923—Bulletin Company.

Total Circulation of This Issue: 7,000

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 56 NEW YORK, SATURDAY, AUGUST 18, 1923 No. 12

ALL EUROPE IS BREAKING INTELLECTUALLY

Newspapers of All Countries Abroad Have Ceased to Influence Public Opinion As a Result of Government Pressure or Industrial Ownership, Declares David Lawrence

By HAROLD BUTCHER

EUROPE IS STARVING intellectually as a direct result of economic poverty, was the belief expressed by David Lawrence, president of the Consolidated Press Association, upon his return to this country on the Leviathan Monday.

Mr. Lawrence cut short his tour of Europe because of the death of President Harding and hurried back to Washington in order to be there at the beginning of the Coolidge administration.

While the newspaper and economic situation in Europe is serious, Mr. Lawrence, whose daily dispatches are well known to newspaper men and newspaper readers, says he is not pessimistic of the final outcome regardless of the menacing outlook today.

The United States, he declares, must come to a realization of her obligations to the world if we are to remove the dangers that threaten our own prosperity.

"The day of the great independent newspaper has practically gone," said Mr. Lawrence of conditions overseas. "I would not single out the papers of any particular country because in all countries they have ceased to influence public opinion. The power which they formerly possessed has gone as a result of being influenced by government pressure, by industrial and financial interests, or by proprietors who are themselves part and parcel of those interests. Inability to pay for efficient and independent news services has led to an inadequate presentation of the news. The press services of one country exchange news with the press services of another, and this news is colored. The only country in the world which is getting an adequate and regular supply of important news in the United States, and I am certain that the American who reads his newspapers and magazines learns far more about Europe than one country of Europe learns about any of its neighbors.

"The British papers print some American news—more than those of other countries—but, with the exception of the three English language newspapers in Paris, newspapers printed on the Continent do not print, in a week's issues, a total of three sticks of American news. There are some weeks when a three-line item is about all that comes from America. One reason is that the cable tolls are so high, and currencies over there so depreciated, that newspapers cannot buy American news. Another reason is that they cannot afford to keep special correspondents on this side; while a third reason is that the papers are so small in size that they have space only for local news, and cannot use anything else if they would.

"When I speak of the pressure of governments and industrial interests on European papers, I do not imply that these papers are, of necessity, corrupt. I am convinced that the lack of money is the real cause of their failure to give their readers the quantity and the kind of news they should receive. The most hopeful outlook is in Great Britain where the papers are in a position to get the facts from abroad. Newspaper policies are divergent, but it is a divergence that is healthy. The chief point is that British readers know sufficiently well what is going on in France, Germany, Italy and Russia to be able to discuss the situation intelligently.

"In Great Britain, however, powerful proprietors with several papers under their control dictate policies which arise from their connection with industrial and financial interests. But even this makes for a greater measure of independence than subservience to propaganda. Italy is dominated by Mussolini. He has his grip upon the newspapers, and editors dare not go against the Mussolini government for fear of drastic consequences to them, or their papers, or both. So far as I could judge, Senator Albertini, with his Corriere de la Sera, is Premier Mussolini's only outstanding opponent."

Mr. Lawrence has returned deeply concerned about Europe's intellectual stagnation. Before the war intellectual activity in London, Paris, Rome, Berlin and Vienna was intense, but that happy condition is passing because of the economic depression everywhere. Although they do not make a fuss about it, literary men are having a great struggle to live. People cannot afford to buy books when they have the greatest difficulty to buy bread. As for newspaper men, they are forced either to accept low salaries or unemployment.

"The economic depression in Europe is more serious than we realize in this country," said Mr. Lawrence. "We must awaken to this fact. It is our business. Our policy of isolation cannot go on. How anyone who calls himself a Christian can advocate that America should stand aside, I am utterly unable to conceive. It is not human, let alone Christian, to watch another part of the world fighting against poverty, and living only by bitter struggle.

"No one can tell how long the European peoples can hold out. It depends on their astonishing capacity for allowing themselves to be tortured by their governments and big business interests. In the war many of them lost their lives; now those who survive are impoverished. I can only ask, how long will they continue to tolerate their hardships without revolt?"

The picture just presented may appear gloomy in the extreme. But Mr. Lawrence declared, quite sincerely, that he is not a pessimist, and that the situation can be relieved. In this relief he believes that the Vatican, the American people, the American press, and American business men can all take a share.

First, the Vatican can help when it sees peoples flying at each other's throats, or sinking under adversity, by the exercise of advisory and moral power. And the same applies to American business men can all take a helpful share.

"The American newspapers and news agencies can render useful service," Mr. Lawrence pointed out, "by the collection and dissemination of facts through the work of their foreign correspondents. There never was a time when there was a greater need of able newspaper men in Europe. The present corps is, in the main, satisfactory, but it is not large enough. America could perform a wonderful service to the rest of the world if newspaper men, with analytical minds and a background of economics, were to invade Europe and begin to flood the world with the white light of publicity.

"World opinion can be intelligent only in proportion to the mental equipment of the newspaper men covering the biggest story in the world to-day—the economic situation in Europe. There are numerous opportunities for special correspondents abroad to render service to their own country and the world generally. Foreign correspondents are ministers of understanding, and American correspondents particularly can contribute much to a solution of the disputes of the next generation by reporting their inception accurately, and exposing the intrigues that beset nearly all governments in Europe. When the war broke out, secret diplomacy was condemned as one of the principal causes of the conflict. It is still a source of ill-feeling. Honest newspaper men are the foes of secret diplomacy.

"America can help Europe. Let that be clearly understood. We can help, not by meddlesome interference, not by government loans, and not by actions that would commit us politically. The World Court, the League of Nations, have certain useful functions to perform, and I am not disparaging their opportunity; but the European problem to-day is essentially a problem in economics to be faced by business men in a business-like way. We surely do not want to see a repetition of the business depression which occurred in the spring of 1920, following directly upon the breakdown of European currency. And yet that is what may happen if we do not realize how the trade prosperity of this country is linked up with that of Europe.

"There are ways in which this help can be given without political action. We can help by the way we handle the debts that are due to us. We can make easier terms for the payment of those debts dependent upon the constructive steps that debtor countries are prepared to take as a means of discharging their liabilities.

"In nothing that I have said do I wish to suggest that the United States should do anything detrimental to the rehabilitation achieved here. We want all the prosperity we can get, but we cannot maintain it without taking Europe into consideration."

Mr. Lawrence, who devotes all of his time to a daily dispatch to newspapers throughout the country, accompanied President Harding on his Western tour, but left the party before it sailed for Alaska.

Hurrying East, Mr. Lawrence sailed for Europe for the purpose of making an intensive study of economic and political conditions. The results of his suddenly-terminated tour are well known to readers of his daily reports on conditions as he finds them.

While expressing conviction that America must help the rest of the world find itself, Mr. Lawrence is offering no program or plan for international co-operation. He talks, instead, as a reporter who has a story to tell and shows every anxiety to get it across.

Immediately upon his arrival in New York, Mr. Lawrence hurried to Washington and took part in the first informal newspaper conferences of the new President.

News of President Harding's sudden passing meant to Mr. Lawrence that no matter how important Europe's affairs might be, the news which Americans would devour in the next month would not pay cable tolls. He at once cancelled his engagements and booked passage on the Leviathan, which docked at New York 10 days after President Harding's death.

The economic depression in Europe is more serious than we realize in this country. We must awaken to this fact. It is our business. Our policy of isolation cannot go on. How anyone who calls himself a Christian can advocate that America should stand aside, I am utterly unable to conceive.—DAVID LAWRENCE.

CORRESPONDENTS APPLAUD COOLIDGE IN FIRST FORMAL INTERVIEW

"Great Stuff," Is Washington Veterans' Comment After the President Cracks a Joke About a Stickful of News—The Metamorphosis of a Little Known Personality

By SAM BELL

Washington Correspondent of Editor & Publisher

PRESIDENT COOLIDGE covered himself with glory at his first White House conference with the Washington newspaper correspondents and received an amazing round of applause—vigorous and genuine handclapping—for the frank and business-like manner in which he acquitted himself.

The "Silent Cal" of the Vice-Presidency, whom the reporters had expected to find in the man behind the big mahogany desk in the President's room of the Executive Offices last Tuesday noon, was absent and in his stead was President Coolidge, brisk and clear in his responses to a series of searching inquiries relating to numerous questions of policy, national and international. The outburst of the newspaper men was as sincere a tribute as ever given any President by the men representing all sections of the country and publications of various political compartment.

With the conclusion of the conference, the newswriters went out into the White House grounds and had their pictures taken grouped around the President and in the act of giving him the cheers they believed he deserved for the first formal interview granted them.

The sole topic of Washington newspaperdom for days has been the metamorphosis of Calvin Coolidge from a taciturn Vice-President to a President shying away from nothing and willing, even eager to expound his views. On the majority it has slowly dawned that the obscurity of Mr. Coolidge as Vice-President was self-imposed because he thought it fitted the office. As President he feels differently and intends that the world shall know it.

The conference, the President's first in the White House and the first of the regular ones which will follow the Cabinet meetings on Tuesdays and Fridays, after the custom inaugurated by President Harding, was held at 1 o'clock as announced. The reporters were not kept waiting a minute, for promptly at 1 o'clock the last Cabinet member wormed his way through the reporters crowded in the ante-room, and the writers were admitted into the high ceilinged circular room in the west end of the White House which the President uses for an office.

As Governor of Massachusetts Calvin Coolidge had granted mass interviews; as Vice-President his opinions had been sought at various times by the newspapers; and as Chief Executive in the days immediately after the death of President Harding he had met sections of the press on trains and in the temporary White House in the New Willard Hotel. But Tuesday he faced the full force of Washington journalism more than 100 strong, some pessimistic as to the outcome and most of them ready with comparisons based upon dealings with the affable and dignified Harding and the reserved Wilson.

The interview opened with Gus J. Karger, veteran representative of the Cincinnati Times-Star, explaining the rule of the past governing White House press conferences that the President is never quoted except in prepared statements, a practice which makes for intimate relations between the Chief Executive and the men who interpret his policies and views to the country. Mr. Karger also asked the President if it was his desire to follow the procedure by which the questions are submitted in writing in advance of the conference and answered in the order received, with the understanding that the President's answers and comments, while not published as direct or indirect quotations, are given to the public as the view of the White House and interpreted to the country as official.

The President immediately indicated that he thought the procedure an excellent one and should be followed. It was his idea that the plan would make for more intimate discussion of problems than otherwise might be the case by leaving the Executive free as it does to express himself without reserve on policies not wholly developed and ready for formal promulgation.

Mr. Coolidge was seated at his desk when the correspondents filed past him, but he arose as they grouped themselves 20 deep around the broad flat-topped affair that serves as the workshop of the President. He spoke distinctly and his voice penetrated to the far corners of the room above the murmur and movement of the shifting reporters.

With a few well-chosen words to cover the meeting of the Cabinet which had just been concluded, the President addressed himself to the questions presented. As fast as he could read them, and the majority had been hurried into his hands as the correspondents came into the room, he responded, not once ignoring a query or attempting to dodge a direct answer. The correspondents learned his views on an extra session of Congress, the vexing agricultural situation, the coal problem, Mexico, his desire that the members of the Harding Cabinet remain, on economy in governmental expenditure and the budget, his summer plan to remain in Washington, on the Ruhr, and on immigration. He even came through with satisfactory answers on several "local" questions submitted by reporters who knew there was no general interest in them.

And then Calvin Coolidge, marvelous to relate in view of his reputation, cracked a joke. He hoped he had given his interviewers "a stickful."

Perhaps it was the joke that brought the applause, but it came spontaneously, in a thunder of clapping, and before it had died away, Jim Preston, superintendent of the Senate Press Gallery, was herding the correspondents out into the grounds for the picture.

The comment of the corps on how President Coolidge met the impact can be summarized in the single phrase most frequently heard, "Great stuff."

U. P. PROMOTES CLAYTON

Former Commercial Manager Made Asst. Business Mgr. of Ass'n.

Gilbert M. Clayton was this week appointed assistant business manager of the United Press Association, in an announcement issued by L. C. Earnist, Vice-President in Charge of Business.

Gilbert M. Clayton

Clayton formerly served as manager of the commercial department of the United Press. In his new position he will have charge of both the commercial and sales departments.

Clayton has been with the United Press since 1915, joining the association shortly after his graduation by the University of Kansas. After a period of service in the central division headquarters at Chicago he became manager of the Kansas City bureau and later of the Dallas bureau, where he was in charge of the service in the Southwest.

In 1918 he entered the business department as business representative in the Middle West with headquarters in Chicago. He then came East and worked in the same capacity in the New York territory, later becoming manager of the commercial department.

When he was fourteen years old, Clayton started setting type in his father's newspaper plant in Hill City, Kansas. He worked his way through the University by doing reportorial and other newspaper work.

HERALD MERGES CLASSIFIED

Several Departments Are Consolidated Under Harold L. Goldman

The classified advertising department of the New York Herald has recently undergone a consolidation, involving several departments—real estate, steamships, educational, churches, hotels and restaurants, and want ads. Heretofore, these departments have been separate entities. They are now under the direction of Harold L. Goldman, who has been manager of want advertising since January.

This consolidation has necessitated more space, which has been provided on the fifth floor of the building at 280 Broadway. A new telephone system has been installed. The Herald's classified department has its own promotion department.

Ford Plans Big Campaign

The Ford Motor Company will spend $7,000,000 for advertising during the next year, plans for the campaign to be announced next week. The Ford Company has not advertised for five years.

ADVERTISING PROGR NOTED OVERSEA

G. Logan Payne, Back from Says London Is Gaining Mo Rapidly—Praises Spirit of French People

"France and England have made derful progress in advertising profession but they have a lot to said G. Logan Payne, publisher Washington Times, on his return from Europe by the Leviathan Monday. "They are given more to outdoor and poster advertising. Their newspaper advertising even now — with the exception of London, which is making more progress than any other city—consists of small announcements and not forceful copy such as we ca America."

G. Logan Pay

In London Mr. Payne interviewe don Selfridge, and discussed adve and other matters. Of this meetin American publisher said:

"Selfridge, the first to teach abroad the real way to advertise, to that since the war rates had beco high in the London papers that really prevented his using the r amount of space. He said he have to wait until things read themselves to a certain extent.

"The English editions of the Am papers in Paris get good rates for advertising. The Paris manager Chicago Tribune stated that with culation of 9,000 he gets an averag of 26 cents a line. Publishing as do a six and eight-page paper, that to make a profitable investment for

"I noticed that great preparations being made to entertain the Adver Club convention in London next y

"One's first trip to Europe is a most interesting and I am certain others who have made the trip will with me when I say that condition quite unlike the picture envisaged going. To me, France is the most derful of all the countries visited, b of the determination of the Fren come back, despite the many set they have had. It is amazing to s wonderful wheat fields and int farming all over France, and to not they are able to accomplish such sp results with the great loss of men war. There are comparatively few men. They have been given as Fr sacrifice in the war, yet the people to have but one thought in their 'We have gone through these s matters before and we will come

"They say in France that pass traffic on the ocean is two-thirds ican and I can almost believe it. T fore, we should build up our own senger service on American ships li Leviathan."

President Coolidge found himself quite at home in his first weekly encounter with the newspaper corps.

DVERTISING PUT CRANBERRY INDUSTRY ON FIRM FOUNDATION

ccess of Exchange in Handling Selling Problems Illustrates Flexibility of Newspaper Space and Its Value in Influencing the American Housewife

By HAMMOND EDWARD FRANKLIN

ITHIN A SHORT TIME, the humble cranberry will make its 3 bow.

ts so-called early varieties ripen the er part of August. Then quickly lfully-planned advertising and selling chinery is set moving to market the p efficiently.

The cranberry is perishable. It can- be held over long periods. It has to sold while still in good condition. The nberry has been regarded by many as uxury. The average American family get along without it, if necessary.

The success of the American Cran- ry Exchange in handling its selling blem profitably for its own members l for the public as well illustrates the ibility of newspaper advertising and value of the newspaper in influencing housewife.

The members of the Exchange are wers in Massachusetts, New Jersey l Wisconsin, three widely separated tes. Their selling season extends r about four months. The Exchange rkets two-thirds of the nation's cran- ry crop.

A little marketing history out of the up's experience will be of interest.

n 1906, the country would not absorb heavy crop of cranberries at any ce which even approached production ts. There was every reason for be- ing the production would increase. e total crop for 1906 was 388,000 bar- s. By 1916, the production had jumped 544,000 and selling prices had been de- ralized by the increased supply. Too ch supply and not enough demand!

A trial campaign in Chicago was con- cted for the purpose of finding out at advertising could do for cranber- s. The sum of $23,000 was used in wspapers, street cars, painted bulletins l service retail work.

The result was that 1916 sales in Chi- go over 1913 registered a 57 per cent rease, over 1914 a 27½ per cent in- ase and over 1915 a 47½ per cent rease.

Since then much more widespread ad- tising in magazines and newspapers popularized the cranberry and has ped to put the industry on a profitable duction basis.

Since it has been established that the nberry contains that mysterious but al "Vitamine C," there can be no doubt that from a health point of view the rease of the use of the product has n beneficial to the nation. The skin sists mostly of cellulose. The pulp unds in organic acid-compounds, ich before being absorbed by the blood converted into alkalines (the opposite acid or sour). In northern Europe, nberries are used not only as a food, for curative purposes.

Even before advertising swept the st cake into immense national demand, combination of cranberries and yeast 100 years had been recognized as a medy for pimples, blackheads, head- es and other ailments. In Sweden, nberry jam, juice or jelly has been ked upon as a standard baby food. e "Vitamine C" is anti-scorbutic, and valuable preventive of torpid liver, ralgia, anæmia, rheumatism, gravel, stipation, dyspepsia, gases and fer- ntation.

t has been the practice of the growers talk the cranberry, however, as a food duct rather than a medicinal agent. The copy of the Exchange gets over trade-mark, "Eatmor Cranberries," ongly. The advertising is timed to ear at just the right time, and its ume depends upon the size of the p.

Nearly every advertisement has inter- ing recipes which suggest new ways of utilizing the cranberry. The advertising also warns the housewife to cook cran- berries in porcelain-lined, enameled or aluminum vessels, never in tin.

Because of the flexibility of newspaper advertising, it is possible for the Ex- change to make its newspaper copy as timely as editorial copy would be. For instance, one advertisement was head- lined, "Cranberries Again," and sub- headlined: "The New Crop of Fresh, Crisp Fruit Now Selling." The news slant!

The advertisement continued:

"Nature's appetizer! This delicious and healthful fruit should be on the table every day. Buy cranberries for the most appetizing —most economical sauce, jelly, pies, puddings and ices.

"Buy them for preserving—the price is rea- sonable."

Two recipes and the request that the woman look for the red and blue trade- mark on all barrels and boxes are in- cluded.

Another piece of copy said, in part:

"A cunning theft from the soil—a whiff of the sea—a tinge of frost—and you have the most zestful of fruits—cranberries!

"Cranberries also are the most economical of fruits—moderate in cost—easiest to prepare— quickest to cook—and there is no waste!"

The copy was headed, "Eatmor Cran- berries from Nature's own laboratories."

Copy from three inches double to full pages is used.

Since the 1916 initial effort, the ad- vertising of Eatmor cranberries has been in charge of the Robert M. McMullen Company, 522 Fifth avenue, New York City, which has done exceedingly able work.

Last year approximately 200 news- papers carried Eatmor advertising. The household departments of many news- papers also have welcomed tested recipes and other data on cranberries.

Members of the American Cranberry Exchange by a two-thirds vote of those present at the annual meeting authorize the directors to levy an assessment per barrel on cranberries marketed. This as- sessment is deducted from the proceeds of sales. The amount actually spent for advertising varies according to the mar- ket conditions and the size of the season's crop.

For the season of 1920-1921, the actual advertising assessment was 27½ cents per barrel.

The season may be compared with a similar crop, namely, that of 1914, before cranberries were advertised. The total number of barrels shipped through the American Cranberry Exchange in 1914 was 299,000, for which the growers re- ceived $1,300,000. The number of barrels for the 1922 crop shipped through the Exchange was in the neighborhood of 370,000, for which the growers received about $3,700,000.

During 1920, with a crop slightly be- low normal (about 95 per cent of nor- mal) in the face of rapidly declining prices on other commodities the cranberry market advanced through the selling sea- son. The grower received a greater percentage of the consumer's dollar than has been shown in studies of other perish- able foods. In other words, the market- ing expenses appear to be less than usually charged for similar food prod- ucts.

Here is the division of receipts from a sale of a barrel of cranberries in 1920, based on retail price of 18 cents per pound (barrel net weight 100 pounds):

Retailer	22.4 per cent
Wholesaler	11.2
Transportation	7.4
Co-operative association expense	3.5
Advertising	1.5
Growers	54.
Total	100 per cent

The growth of large co-operative groups has stimulated interest in the question of whether or not such associa- tions benefit the consumer. Will the grower exert a monopolistic power, through his association? Will the fact that the grower gets more mean that the consumer will have to pay more? An extensive study was made of the Ameri- can Cranberry Exchange as a typical or- ganization of this character to ascertain the answers to these questions. This study was the work of Prof. Asher Hob- son, specialist in market research of Columbia University.

"A brief analysis shows the practical impossibility of price control of this fruit and of agricultural products in general," Prof. Hobson states. "In order for a commercial agency to fix arbitrarily the price of a commodity, it is necessary that the agency control the amount produced as well as the quantity of that which is produced. The cranberry growers are in a position to control within limits the marketing of a large portion of the pro-

(Continued on page 28)

Eatmor

DELICIOUS CRANBERRY JELLY

You can make 10 tumblers of jelly with 2½ pounds of sugar and 8 pounds of Cranberries! Try this recipe:

Cook until soft the desired quantity of cranberries with 1½ pints of water for each two quarts of berries. Strain the juice through a jelly bag. Measure the juice and heat it to the boiling point. Add one cup of sugar for every two cups of juice; stir until the sugar is dissolved; boil briskly for five minutes; skim, and pour into glass tumblers, porcelain or crockery molds.

The most economical of fruits. Prudent housewives will secure cranberries now.

Cranberries

Enlisting the small boy. "If Ma clips this recipe and obeys it, she'll have to put a new lock on the preserve closet."

Eatmor Cranberries

Now is the Time to Buy Cranberries for Preserving!

Then you can enjoy the delicious tart flavor of this health-giving fruit every day in the year.

Cranberries are reasonable in price. They are easily and quickly prepared—no peeling—no cores—no waste. *Economical!*

Try these recipes:

Cranberry Jelly

Cook until soft the desired quantity of cranberries with 1½ pints of water for each two quarts of berries. Strain the juice through a jelly bag.

Measure the juice and heat it to the boiling point. Add one cup of sugar for every two cups of juice; stir until the sugar is dissolved; boil briskly for five minutes; skim, and pour into glass tumblers, porcelain or crockery molds.

Cranberry Butter

Three pints cranberries, ½ cup water, 2 cups sugar. Cook the cranberries and water until the skins of the fruit are broken; then press through a sieve, and cook this pulp until it becomes quite thick; add the sugar and cook for ½ hour over a very gentle fire, stirring constantly. When slightly cool turn into jars, and cover closely. This makes a delicious and healthful spread on hot biscuits, bread, buttered toast, or cake.

Cranberry Sauce

One quart cranberries, two cups boiling water, 1½ to 2 cups sugar. Boil sugar and water together for five minutes; skim; add the cranberries and boil without stirring (five minutes is usually sufficient) until all the skins are broken. Remove from the fire when the popping stops.

Strained Cranberry Sauce

If a strained sauce is preferred, cook the cranberries and water; then press through the strainer, keeping back the skins; add the sugar and finish the cooking as suggested.

Cook cranberries in porcelain-lined, enameled or aluminum vessels —*never in tin.*

To be sure of a selection of the choicest, cultivated varieties—ask for EATMOR CRANBERRIES.

A recipe folder, containing many ways to use and preserve cranberries, will be sent free on request.

AMERICAN CRANBERRY EXCHANGE
90 West Broadway, New York

(The red and blue trade-mark label is on all barrels and boxes.)

No longer "Me and Turkey"—Cranberries want to be a dish seen on the table all the year round. Since 1914, the crop has increased 25 per cent and its price per barrel has jumped 150 per cent.

U. S. JUDGE IN WISCONSIN BARS PAPER FROM PRINTING NEWS OF TRIAL

Citing of Superior Evening Telegram for Contempt of Court Threatened If Other Than "Recital of Occurrences" In Courtroom Appears In Its Columns

THE IMPORTANT QUESTION of the extent of control which Federal courts may exercise over newspaper publications has arisen at Superior, Wis. The order of a United States district judge will, if enforced, result in the almost complete muzzling of the press so far as concerns articles not confined to actual occurrences in the court room. No special interviews obtained from prosecutors, or special stories given the press by any other person or persons in which the case in question is discussed, can be published, under the order in question, without the writer making himself liable to contempt proceedings.

The order was issued August 7, when the case of the United States versus Victor H. Arnold was called for trial. It was uttered by United States District Judge Claude Z. Luse and was prompted by a story written by John D. Mueller and published in the Superior Evening Telegram on August 6, and based upon interviews obtained by the reporter from W. H. Dougherty, District Attorney in charge of the prosecution, and two postal inspectors in charge of the investigation of charges of fraudulent use of the mails by Arnold, who was former head of the now defunct Madison Bond Company of Madison, Wis., and the Victor H. Arnold Company of Chicago.

The matter was called to the attention of the court by Attorney Hal S. Corbett of New York, attorney for Arnold. Corbett declared the story to be an "insidious work" and to have been "adroitly written to prejudice the jurors."

The court thereupon ordered the representatives of the press present that henceforth their writing must be confined to a "bare recital of occurrences in this courtroom." Judge Luse further declared that "no interview, or purported interview" with any person, in which the case in progress of trial was discussed, should be published. The writer of such an article, the judge declared with emphasis, would immediately be cited for contempt.

Wishing to be further enlightened as to the broadness of scope of the order of the court, Mueller called at the judge's chambers the day following.

The judge appeared greatly displeased because the lead of the story read as follows:

"While the defendant took refuge behind a barricaded door in a room at the Hotel Superior and took the additional precaution of locking the windows from the inside . . . the Government today prepared to open the trial of Victor H. Arnold, Madison broker . . . ."

It was the complaint of the court that the above statement "painted Arnold a scoundrel," which Judge Luse declared was the duty of the court to determine.

Arnold, immediately upon his arrival at Superior, entered the first available taxicab. He went at once to his room, where he refused to grant an interview with any press representative. He refused to answer telephone calls by reporters who sought to interview him. Hotel attaches stated that his door had been locked and the windows as well. The accused man did take refuge as stated in the Telegram. That fact was not denied by the court. Judge Luse stated that such action was his constitutional right. But in the eyes of the judge it was not legal and proper for the newspaper so to report. For the writer thus "prejudiced jurors" and made himself liable to contempt.

Next was taken up the statement by Mueller that Government agents termed Arnold's alleged attempted fraud as "one of the most gigantic swindles ever attemped. . . ." This statement was given especial attention by Attorney Corbett in his attack.

Mueller stated to the judge that the postal inspectors who furnished him with the information had not only indicated that such was their opinion, but had further stated that had "these men devoted their entire attention to the investigation of the ramifications of this man (Arnold), it would have taken nine months to complete the investigation."

At this particular phase of the discussion the judge sought to elicit from Mueller the names of the Government representatives with whom he had discussed the case. The reporter, however, was of the belief that he was not required to furnish such information to the court, especially in view of the fact that the agents' names were contained in the story. The judge became insistent and ordered that the managing editor of the Telegram, Walter Hard, be brought before him. Mr. Hard responded promptly.

With the arrival of Mr. Hard, and the consequent revealing of the identity of the agents with whom the reporter had talked, came definite instructions from the court that the newspaper would be cited for contempt if it failed to follow the course outlined.

In lauding the action of the judge in ordering reporters to confine their writing to only a "recital of occurrences in court," Attorney Corbett stated with eloquence that "in the great metropolis of New York it is impossible to try a case because of these audacious reporters."

Judge Luse in closing his discussion with Hard and Mueller stated that it was not his intention to abide by practices of other judges of the country, but that his district, the Western District of Wisconsin, would be run as he read the law. He further stated that he believed the time to be at hand when newspapers generally should not longer be permitted to "try cases in their columns."

Mr. Hard gave out the following statement:

"The question at issue is whether or not the courts have the power to compel newspapers to withhold news from the public in order that jurors or veniremen may not possibly be prejudiced by the reading of such news.

"The accuracy of the news article which incurred the displeasure of the court has not been questioned. The objection raised is that it was of such nature as to prejudice the veniremen to such an extent that it might not be possible to obtain an unprejudiced jury for the trial of Victor C. Arnold, who is charged with having used the mails to defraud. The court dismissed the venire and ordered another drawn for service August 15, when the trial will commence. That any member of the venire was prejudiced by the news articles has not been proven.

"To permit newspapers to print only such news as in the opinion of the court will not influence jurors or veniremen is a new departure and an encroachment upon the freedom of the press.

"It would seem that if the reading of newspaper articles tends to prejudice jurors, it is then the duty of the courts to take steps to prevent the reading of newspapers by such jurors or veniremen, and not to deprive the general public of the right to the news."

HOE MACHINISTS STILL OUT

Plant Practically Shut Down with Respect to Press Making

The situation remained unchanged Aug. 15 in the outlaw strike of 700 machinists at R. Hoe & Co., printing press manufacturers, New York. The machinists walked out without authority of the national union Aug. 2. Officials of the company admitted Aug. 15 that the walk-out had resulted in practically complete shutdown of the plant, so far as the manufacture of presses is concerned, the making of saws, another Hoe product, continuing as usual.

A statement issued by A. J. Gallien, vice-president of the company, to the effect there was no question except wages in connection with cessation of work is being distributed to customers. The firm claims the men are well paid, citing cost of living statistics now and of the peak period three years ago. Wages are almost at the 1920 level, it is said.

BOYS SELLING EXTRAS ON HARDING'S DEATH ARRESTED BY MAYOR'S ORDER

BOYS selling extra editions of Portland newspapers, announcing the death of President Harding, were arrested in Oregon City under orders issued by Mayor James Shannon.

"Portland newsboys have no right to compete against our own newsboys and we will not allow them to sell newspapers on our streets," announced the Mayor as he summoned his trusty policemen and had the boys thrown in jail.

Oregon City is a town of 6,000 people, 15 miles from Portland. Its own newspapers did not print extras, so the Portland extras were the only means the residents had of getting the news of the President's death.

Mayor Shannon's actions raised a storm of protest. The boys were violating no ordinance that could be found by C. W. Kelly, City Recorder. They were held in jail a short time and then taken to the city limits and released. The Mayor then had a guard posted to see that no more newsboys entered town.

MURRAY LEAVES HEARST

Will Organize Bureau for Newspaper Developments and Appraisals

Hugh E. Murray, for a quarter of a century with the Hearst forces, latterly as a prominent member of the newspaper and magazine general management, has resigned to organize a bureau for development and appraisal of newspaper properties. He is only 42 years old.

HUGH E. MURRAY

His journalistic career began in 1897 as an office boy on the New York Evening Journal. Three years later he became a reporter on the New York American, and returned to the Evening Journal in that capacity. In 1903 he was made dramatic editor of that paper. In 1905 he went to California as advertising solicitor for the Los Angeles Examiner, where he soon became classified advertising manager. Here he devised the "Want Ad Man" promotion stunt, and helped to obtain the great flood of want ads which the Examiner still carries.

Within two years Mr. Murray was made assistant general manager of the Examiner. In 1909 he was advanced to general manager of the American Weekly, in Los Angeles. After two years he was transferred to New York as publisher of the Morgen Journal. In 1914 he went to Atlanta as publisher of the Southern Hearst papers. He returned to New York in 1915 as assistant to S. S. Carvalho, general manager of the Hearst organization. He recently returned from an automobile tour of Europe.

JAMES WRIGHT BROW HONORED IN LONDO

Publisher Is Entertained at Q Luncheon by British Leaders of On-to-London Ad Convention Movement

By HERBERT C. RIDOUT
(*London Editor*, EDITOR & PUBLISHER

James Wright Brown, publisher EDITOR & PUBLISHER, who landed in l don July 28 for a quiet rest in Engl was not given much time in whicl recuperate after a somewhat stren tour on the Continent of Europe. lowing a string of inevitable eng ments with leading newspaper and vertising personalities, some of the m bers of the British A. A. C. W. del tion arranged a luncheon to greet and the function was held at the H Metropole, Aug. 2.

Only thirty-eight invitations were sued to those known to be in town du the vacation period, and there were three absentees, all of whom proved t in the country. The chair was take John Cheshire, supported by Sir Cha F. Higham, W. S. Crawford, Horac Imber, Wareham Smith, George S and others.

Mr. Cheshire said:

"Mr. Brown, the purpose of this lu eon is to enable us to express our th and obligations to you for your kind to us on the other side. I myself do anything that will help to consoli the business relations and friendship tween the two countries, and from we know of you, I am sure that you prepared to do on your side as I am pared to do on this side."

Sir Charles Higham said he first Mr. Brown in Indianapolis, and at distant time he said if there was anyt he could do in his paper to further movement it should be done. Last one of the London problems was to a good press in America. We knew Brown did every week in his paper. must be proud in having some par bringing this convention to Englan convention that will do more to sol relations between the two countries any other convention ever held.

"This convention," continued Charles, "is a far bigger thing than one realizes. One thing we want United States men to realize is that is a great big movement, not a s English advertising men who went there were working for a common ca There is no room for jealousy; the vertising interests of both countries be solidified and the convention in don will do it."

Mr. Crawford said that James Br taught him at Indianapolis how to strawberry shortcake with a fork. had brought back the atmosphere of lantic City to our minds and we were ing to create it in England next yea

Mr. Brown, who was greeted musical honors, said that he held greater ideal than that of solidifying cordial relations between the Eng thinking peoples of the world.

OUSTED ON REPORTER'S PLA

Kansas City Patrolman Had Failed Recognize Newspaper Man

J. J. Dawson, patrolman, was disch ed from the force at Kansas City, for attempting to eject John P. J Kansas City Journal reporter, from p headquarters. Jones had remonstr with Dawson for clubbing Frank man, in charge of street circulation the Journal. Dawson had run se small newsboys away from their co and Coleman protested, whereupon was struck twice on the head.

At the formal hearing before the P Commissioners, Dawson pleaded ig ance of Jones' identity. One com sioner said:

"You must be very unobserving have worked at the same station this young man more than a year not know him when you see him."

THEY ARE ALL IN THE DAY'S NEWS

Days of real sport. J. J. Lynch, circulation manager of the Cleveland Press, and former president of the International Circulation Managers' Association, is always happy when he is surrounded by a group like this.

Back home. Hugh Murray, formerly of the general management of the William Randolph Hearst publications, recently returned with Mrs. Murray and daughter, Anita, after an eight weeks' motor tour of the continent, in which time they covered 10,000 miles.

Studies America. Y. P. Wang, of the Shun Pao of Shanghai, will spend one year in New York studying American newspaper methods after a year at University of Missouri. When he returns home, he will take active charge, while T. B. Chang, business manager, makes a tour of the world.

A wizard speaks. G. Faccirli (below), of the General Electric Company, explains artificial lightning to a group of newspaper men. Among those present were: John W. E. Stuart, New York Herald; Harold Bennison, Boston Traveler; Albert Bantham, Schenectady Gazette; Alexander Smith, Pittsfield Berkshire Eagle; Clay Perry, Boston Globe; T. R. Hutton, Albany Knickerbocker Press; Lawrence Stern, New York World; Robert Creaswell, New York Tribune; R. D. Owen, New York Times.

Looking it over. Anne Dunlap (below), of the New York American, and in private Mrs. John Winkler, is now taking in the sights of Europe.

NEWSPAPER OWNERS FOOLISH TO CURB SALARIES OF THEIR EMPLOYES

Man Who Can Make a Following Is Worth a Percentage of What He Can Bring In, Just As Much As An Advertising Solicitor, Says Jason Rogers

By JASON ROGERS

CRITICISM by those not familiar with newspaper operation of newspapers generally regarding the alleged inadequate salaries paid editors and reporters are a mere reflection of the same spirit that prevades the air regarding all industry. The labor unions which have been in the saddle for a few years have shown the way.

In EDITOR & PUBLISHER for Aug. 4, John A. Piquet quotes some interesting papers, one the case of a newspaper which earns $11,000 a year and has no one on its staff who draws more than $32 a week, and another where the profit is $15,000 and the entire editorial expense does not exceed $50 a week.

In the case of newspapers operated for so small a total net profit as these—a total sum much smaller than we pay individual executives in the big cities—small salaries must be the rule in order to enable the newspaper to function. The cost of living in these small towns is nominal, and possibilities for total gross earnings by the newspapers are very limited.

On small town newspapers, those seeking reportorial positions are, if they are made of the real stuff, merely training for better things in the future. When they have learned the business and have found themselves, as it were, they naturally gravitate to larger honors or launch forth in the business themselves. Those who have not the real spark stay in Podunk, just the same as those in other lines of endeavor.

Compensation to brain workers and clerks on our newspapers, as compared with those who perform purely mechanical functions, are in exact accord with conditions in other industries—no better and no worse. Through combination and labor unions the mechanical workers have played their hands until those in a position to know think they are endangering the life of the hen which lays the golden eggs.

I have in my possession facts and papers showing the inside story of many newspapers—figures showing gross income, expenses by departments, profits and losses. Judged in the aggregate, I am sure that any sound banker or business man would quickly certify that profits were insecurely small for so hazardous a business.

Merely for example, I pick up the record of a very successful small city newspaper of 9,000 circulation and now doing an annual gross business of about $200,000 a year. For 10 years its average net profit has been $4,500 or about 2½ per cent on the traffic. The property is probably worth $150,000 to $200,000. Probably editors and reporters on it think they are underpaid.

Summarizing 25 similar sets of figures I get 2½ per cent as the average net profit on the turnover as made by the newspapers. If they cannot make from 6 to 10 per cent on turnover, which generally checks pretty closely to value, they are not sound manufacturing enterprises.

In a recent issue of EDITOR & PUBLISHER it was shown by reference to an announcement of the Kansas City Star that their annual payroll was $1,910,000. This means a whole lot of money must be brought in through advertising and sale of papers to equalize payroll, print paper, operation, and overhead, before there is any profit.

In the case of the New York Globe our annual payroll item was $1,600,000. Our print paper for 1922 was $765,000, and overhead and operation $328,000. Our gross profit was $100,000 on a traffic of $3,000,000 or about 3 per cent. This gross profit was before income tax had been deducted.

That we paid our editorial workers all we could and more is shown by the results. In a highly competitive market, good men are always in demand, with salary a second consideration for a growing newspaper. Every unit in the makeup of the personnel had to be figured separately, with compensation diverted to what the job was worth first, and what we could pay as part of a possible part of a budget secondly.

There were many men whom we would have liked to pay more money, for we wanted our men to be happy and to give the best that was in them. That we did not make a larger net profit was possibly a consideration which influenced the owners to sell the property to Mr. Munsey.

The net result of our little experience would seem to indicate that newspaper workers are safer in their positions if held down regarding salaries to a point where reasonable profits are assured those who have capital invested. Any big business requires the use of capital and unless capital can earn a fair return it will go into other fields.

We had a much smaller force than is employed by competing newspapers because we could get a $70 a week man or woman to do the work of four or five $30 to $35 clerks on other newspapers. My theory was to pay top prices for best possible service.

For example we did a $3,000,000 a year gross business with two people employed in the cashier's department, an ex-army man at $75 and a young woman assistant at $50. They did the work of 14 employees on another newspaper.

For many years the Globe had enjoyed the position as semi-official mouthpiece for the 30,000 teachers in our public schools. Three or four school editors were hired away from us by the Department of Education because they became experts. We finally decided to stop the process so gave our school editor more money than any salary paid by the city and held him. Today he draws nearly four times as much from the newspaper which bid for his services when the Globe was killed.

Likewise in the case of another department, we started the individual who had charge of it at $100 a week. As it grew we gave him increases as warranted by the situation. We gave him opportunity to make more money through outside traffic. On the breaking up of the Globe he went to another newspaper at a higher salary and can be made worth more than they are paying him.

Newspaper owners are foolish to arbitrarily limit the earning capacity of any worker in accordance with pre-conceived limits. An editor who can make a following that means circulation and earnings is worth a percentage of what he can bring in, just as much as a solicitor in the advertising or circulation departments.

If a reporter can do something that is worth additional money, it is sound business to reward his efforts by larger salary. I know these thoughts will grate on the tender nerves of old-time newspaper owners, and those who run chain-newspapers for revenue only, but sooner or later we are coming to it.

Years ago in a Middle West city the local publishers got together and decided on the limits they would pay for stated positions. No matter how good a man was, he could only earn the limit salary. Whenever they reached the limit and naturally wanted more because they earned the increase, they struck out for other towns. Today, traditions of the old understanding pervades for all who submit, but the live ones have shot it full of holes.

In times gone by as on the old New York Sun under Dana, some of the brightest finds in the newspaper and literary world were developed in a school of journalism when small salaries prevailed. Young men accepted very small compensation for the glory of training under a genius such as Dana.

Drawing on the experiences of the past and judging present conditions impartially and in the light of knowledge regarding possibilities, brain workers and clerical forces of our daily newspapers are receiving all that the traffic will bear.

If all our editors, reporters and others would but realize that in exact accordance with the degree of efficiency they developed they can demand compensation or places on other newspapers which can afford to pay more, they would realize that it is they who are responsible for any under-pay that they are now enduring.

Of course there are newspaper owners and publishers who are slave drivers just the same as in any other line of business, but to the earnest and effective worker these are merely hurdles in the path to success and recognition and not impossible barriers.

There are more high salaried jobs lying around for men who are capable of filling them than there are men of desired type to fill them. This may seem bunk to the average sophisticated editor or reporter who is so obsessed with doubt and suspicion as to be his own worst enemy.

I know that it is not always easy for the real fellow with the goods to sell his specialty, and I know that most of those who need such salaries most seriously don't realize it, but the openings are there and "love will find a way" if one really has the goods and knows how to deliver.

It is worth money to get an opportunity to show your goods. The man who shows he has something especially fine will always find many bidders. The trouble is that most of the goods we think we have are not the real thing at all, and we grow to possess a spirit of egotism and bumptiousness which is unwholesome and destructive.

Scranton News Writers Get New Wage Scale

SCRANTON publishers have entered into a new wage agreement with the members of Newswriters Union, No. 3. It provides an increase of $4 a week for the journeymen.

The scale in Scranton for straight reporters now is $48 days and $49 nights. The copy desks pay $51 and $52 with the city editors' scale being $57 and $58 a week. The new agreement will run until May 20, 1924.

NO MATTER WHO BUYS ADVERTISED GOODS, DAILY NEWSPAPERS REACH HIM

By M. D. HUNTON

IF the question could be answered definitely salesmanship would be a fixed science, and those of us engaged in helping to sell goods through advertising would be out of jobs. We *know* that advertising brings results. We *believe* that certain mediums are read or seen by a certain class of people, but here we are in the realm of theory.

M. D. HUNTON

Government statistics show that 16.6 per cent of the average family income is spent for clothing, 18.3 per cent for food, etc., but these statistics do not show the percentage of people who buy silks or mushrooms, do not show who they are and do not show how the incentive to buy these or any other articles is fostered.

There are few factory girls or farmers' daughters who do not own one or more pairs of silk stockings. The higher-priced condiments and canned foods of a prominent advertiser are rejected on account of cost by New York's best known hotel, but are used by a quick-lunch restaurant nearby.

On the other hand, the richest man in America eats bread and milk chiefly and wears cheaper clothing than his chauffeur. One of the wealthiest men in the West smokes five-cent cigars and won't wear shoes costing more than $4.

What do these people read? How can they be reached by the sellers of merchandise?

There is a popular theory that so-called high-class publications are the mediums for the more expensive goods. I believe this theory is a fallacy.

I base my belief on two considerations.

First, the circulations of the supposedly "class" mediums are very much less than the number of users of the more costly merchandise.

And, second, my experience is that the richer and more intellectual people are, the less they are affected by or respond to the general run of advertising.

Wealthy people have access to information and are guided by social environment in making purchases in a way that poorer people are not. The club man smokes a cigar to which he has been introduced by a fellow member. The wholesale merchant when he buys an automobile talks with his friends about their respective cars and rides with them. But the club man's tailor buys a cigar that is advertised; and the corner groceryman, lacking car-owning friends, selects his car from its announcement. So it is with the buying of bonds, pianos, jewelry, or getting tourists to the Grand Canyon.

In an Iowa county there are 29,042 people, or about 6,600 families. The percentage of these families having incomes of $1,800 or more per annum is unusually large, being 27.15 per cent. Now $1,800 a year for a family means $1.17 a day for each individual, and that is about as far down the economic scale as one should expect to find purchasers of automobiles. Yet in that Iowa county where there are 1,792 families with annual incomes of $1,800 or over, there were 5,517 automobiles licensed in the first five months of 1923.

In that county a "class" periodical (but by no means the highest-brow type) has 438 circulation. The largest periodical of national circulation has 836 circulation. And a daily newspaper, 6,136 circulation.

The Osage Indians are the wealthiest class of persons in the United States, and at this time when the stock market seems to have lost its center of gravity they are still buying automobiles, mahogany and silk dresses. What "class" medium would reach them?

In a country like ours where fortunes ebb and flow so quickly if there were a "Who's Who" among buyers it would have to be revised each year. The bricklayer getting $12 a day with a bonus of $6, with reasonable energy will earn more than the college man who is the teller in a bank, and may be a better prospect.

Who Buys? is an unanswerable question. He and She come from all walks of life. The question, What do they read? and How can they be reached? can be answered "Only by a medium of universal appeal."

And incidentally, I might remark that there are 31,735,937 copies of newspapers issued each twenty-four hours in the United States, where there are 24,500,000 families, including illiterates and those who can't read English.

BORDER: 10 Point Matrix Slide No. 1654

ALL OPERATED FROM THE SAME KEYBOARD

Three Main Magazines and a 34-Channel Auxiliary

THE SINGLE KEYBOARD MODEL 14

TRADE **LINOTYPE** MARK

One Keyboard

All three main magazines and the auxiliary are controlled by one power-driven keyboard. The operator does not have to move his hands from this single keyboard to get any character that runs in the machine. A touch on a control-knob instantly switches the keyboard action from 34 channels of the main magazine to auxiliary. At the same time the other 56 keys remain in operative connection with main magazines.

Power Driven

Composition from the auxiliary is as rapid as from the main magazines, since it is operated from the same power-driven keyboard and from the same keys and the same position to which every operator is accustomed.

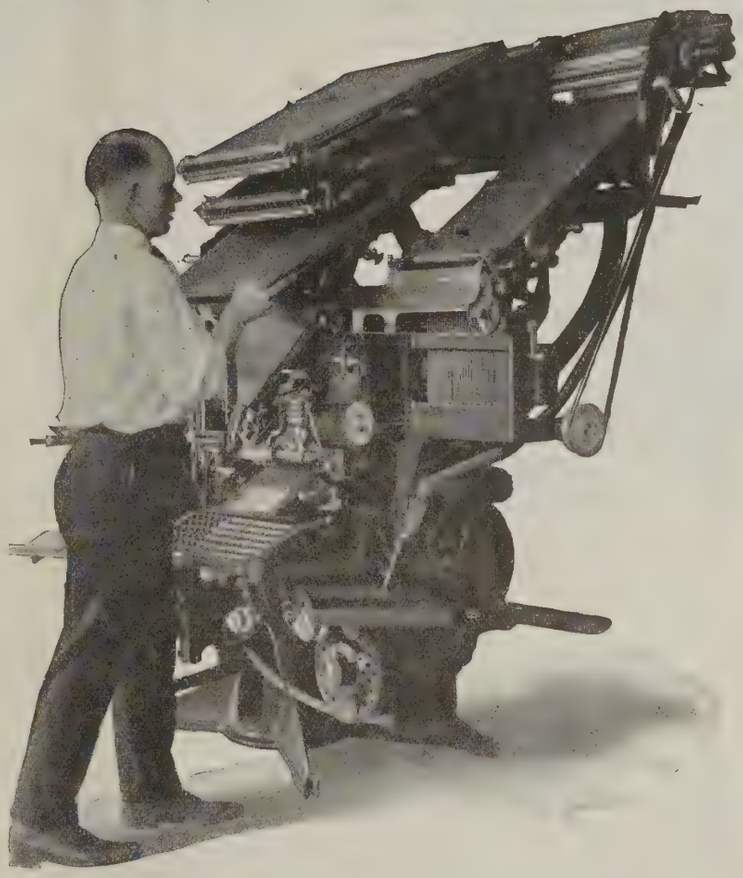
Wide Range

The extra wide 34-channel auxiliary magazine extends the range of the Model 14 from 5 point to full 24 point and larger medium condensed faces, thus making it the ideal Text-and-Display machine for the job office or newspaper. Straight matter in any two-letter face or display within the range of the machine may be composed from the auxiliary magazine with exactly the same speed and facility as from the main magazines. These auxiliary magazines will be supplied split or full length as desired.

All Magazines Changeable without Disturbing Auxiliary

The supporting framework of the auxiliary magazine is a fixed part of the machine. There is no swinging or other motion. A touch on a control-knob switches the keyboard action to the auxiliary.

It is always out of the way. Operative position-shifts of main magazines are made instantly at will without touching the auxiliary. The same is true of magazine changes. Magazines are taken off and put on in 15 seconds.



All magazine handling from front of machine—Split magazines in any or all three positions, as desired. Auxiliary magazine changes equally quick. Continuous composition from main magazine and auxiliary, all from the same keyboard.

MERGENTHALER LINOTYPE CO.

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Composed entirely on the LINOTYPE *in Benedictine and Benedictine Book*

SLOVER BUYS CONTROL OF RICHMOND PAPERS

Publisher of Norfolk Ledger-Dispatch Acquires Majority Stock in Times-Dispatch and Evening Dispatch

Samuel L. Slover, proprietor and publisher of the Norfolk (Va.) Ledger-Dispatch, an afternoon paper, has bought the interest of the Winston brothers in the Dispatch papers, Richmond, consisting of the Times-Dispatch and Evening Dispatch, publishing morning, afternoon and Sunday editions. It is understood this gives Mr. Slover a controlling interest in these papers. The remaining interest is held by Charles Phillips Hasbrook as representative of the Broussard family of New York. Mr. Hasbrook has been general manager of the Dispatch papers for

S. L. Slover

several years and will continue in that capacity, according to Mr. Slover.

Mr. Hasbrook has increased his stock interest in the Dispatch properties and will continue as publisher and general manager.

In an announcement in the Times-Dispatch Aug. 12, Mr. Slover said:

"I count myself peculiarly fortunate that the Dispatch papers are published in Richmond, a city which stands in the front rank of the country's municipalities. Rich in traditions of the past and with a matchless history, its modern-day achievements along all lines of industry and finance have been of a character to render its progress notable among the cities of the United States. In the matter of policies, the chief business of a newspaper is to publish news accurately, completely and fairly. This we shall unceasingly endeavor to do. Editorially, the usefulness of the papers will be maintained best by reserving complete independence on all public questions with scrupulous fairness to all sides. The Dispatch papers, along with my other newspaper properties, are Democratic papers in a Democratic State, but they are not servants of party or faction. I am happy to say that Charles Phillips Hasbrook, to whom in recent years the papers' splendid reputation is so largely due, is associated with me in the ownership of the property, and will retain his active connection with the management. No chnge in the personnel of the staff are contemplated."

Several years ago, Mr. Slover bought the Index-Appeal and the Progress, morning and afternoon papers in Petersburg. The morning paper ceased publication about a year ago when the Times-Dispatch bought its subscription list.

The Portsmouth Star, afternoon paper of that city, is understood also to be controlled by him.

Mr. Slover, originally from Tennessee, entered the Norfolk newspaper field in 1905 as business manager of the old Norfolk Ledger. In 1906 he and associates bought the Norfolk Dispatch from James M. Thomson, now owner and publisher of the New Orleans Item.

Mr. Hasbrook, in a statement to the public, said:

"While Mr. Slover's acquisition of stock in the Times-Dispatch Publishing Company, with its morning, afternoon and Sunday publications, does not imply a combination of his newspaper interests, it may reasonably be assumed that the resulting closer association of Virginia's capital city and its greatest seaport, through these newspapers, will be of widespread and varied benefit not only to the State but to the South and nation."

The Times-Dispatch was long owned by the Bryan family of Richmond, one of whose members is John Stewart Bryan, proprietor and publisher of the News-Leader. It was sold about ten years ago to the Winston and Broussard interests. The Evening Dispatch was launched in 1919 when the Times-Dispatch bought the subscription list and other assets of the Evening Journal.

NEW DAILY FOR ALABAMA

Troy Daily Herald Is Scheduled to Start About Sept. 1

Alabama is to have another daily paper, the Troy Daily Herald, which will begin operation about Sept. 1. Machinery for its operation has already begun to arrive and M. N. Dodson will have charge of the publication. The press will be a six-column cylinder.

PAPER BACK IN OLD HANDS

Hanways Again Take Charge of the Casper (Wyo.) Tribune

The Caspar (Wyo.) Tribune—largest newspaper in Wyoming—has again passed into the control of its former owners, J. W. and Earl N. Hanway, who last year had disposed of their interests to Charles N. Barton.

Mr. Barton now will devote his whole time to the Sheridan (Wyo.) Post-Enterpirse, under which name he has consolidated two Sheridan papers.

NEWSPAPER SALES

BEAVER (KAN.) HERALD, by Miss Maude O. Thomas to A. L. Kimball, owner of Beaver Democrat, for consolidation.

Pickens County Herald, Carrollton, Ala., weekly, by Ben I. Rapport to Jack M. Pratt, attorney. Daniel E. Draper, formerly of Birmingham, will have editorial and business direction.

Carrollton (Mo.) Republican, by C. K. and A. L. Strong to S. A. and Tyman Clark, former owners.

Lebanon (Kan.) Times, to Frank Hart, for 20 years linotype operator on the Topeka Daily Capital.

Palmyra (N. Y.) Courier, by J. Jenner Hennessy to Allyn G. Gilbert, Newark, N. Y. Rufus Eddy continues as editor.

Burlington Junction (Mo.) Post, by Lewis Brothers to L. R. Sims.

Amboy (Minn.) Herald, to B. A. Schak of Missoula, Mont.

Wabasha (Minn.) Standard, by O. E. Green to John Dietz of Sleepy Eye.

Barron County News-Shield, Barron, Wis., to Bunkrude Brothers and F. Curtiss Wedge.

THE AVERAGE NET Paid Daily Circulation of The Baltimore Sun (Morning and Evening) in July, 1923, was

239,325

A Gain of 14,762 Over the Month of July, 1922.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

SOUTHAMS BUY SHARE IN VANCOUVER DAILY

Largest Newspaper Owners in Canada Acquire Interest in the Province from Lieut. Gov. W. C. Nichol

(*By Telegraph to* Editor & Publisher)

Vancouver, B. C., Aug. 14.—The Southam interests, now controlling the Ottawa Citizen, Hamilton Spectator, Winnipeg Tribune, Calgary Herald and Edmonton Journal, have secured an interest in the Vancouver Daily Province, regarded as one of the most valuable newspaper properties in Canada.

The Southams now own more newspapers in Canada than any other group.

The Southam Company is reported to have paid $1,000,000 cash for 51 per cent of the Province stock. The paper, established by Walter Nichol 25 years ago and first published at Victoria, with its circulation of more than 60,000 daily is the largest in the Dominion West of Toronto. It is reported to be the fourth biggest money-maker in Canada, its earnings in recent years having been in excess of $300,000 annually.

Announcement of the acquisition of Province stock by the Southams is made in an editorial published in the Province today as follows:

"As a result of conversations springing from associations and friendships of a generation ago, Messrs. William Southam & Sons, Ltd., a firm which with its ramifications is much the most important printing and publishing house in Canada, have become associated with the Hon. W. C. Nichol in the ownership of the Daily Province. The chief consideration leading to the completion of the transaction was the personal attention required by His Honor's many other interests. A growing business in a growing community must have the facilities of widespread business organization at its disposal in order to work out the full measure of its destiny without proving too great a burden upon those engaged in it.

"No changes of importance are contemplated in connection with the enterprise. The company will be reorganized on a larger basis, with Mr. Nichol retaining its presidency, but the old policies of fairness and efficiency will be followed, and the members of a staff, many of whom have grown from boyhood to manhood in the employ of the company, will keep their old desks and their old chairs.

"In the future, as in the past, the first consideration of the Province will be the welfare of the British Empire and the community which it serves as faithfully as loyally as it knows how."

Hon. Walter C. Nichol, formerly sole owner of the Province, is Lieutenant Governor of British Columbia.

Kansas Paper Leased

S. H. Graves, for several years manager of the Bucklin (Kan.) Banner, has leased the Minneola (Kan.) Record from D. F. Wyatt, editor and owner. Mr. Wyatt is planning to attend the University of Kansas, and will take a course in newspaper work.

86% coverage in its trading territory

Only One Big Daily Equals Thoroughness of Detroit News

INTENSIVE COVERAGE explains better than any other phrase the reason for the supremacy of The Detroit News in advertising. Only one other metropolitan paper in America covers its city and suburban territory with anything like the percentage possible through the circulation of The Detroit News. Few cities in the United States, therefore, offer anything like the economy in advertising available through The Detroit News. Only a half dozen newspapers of importance have a lower milline rate than The Detroit News. Detroit, through The News, truly offers advertisers an exceptional opportunity.

The Detroit News

1873—FIFTY YEARS OF PUBLIC SERVICE—1923

Greatest Circulation Daily and Sunday in Michigan

OUR OWN WORLD OF LETTERS

Edited by JAMES MELVIN LEE
Director Department of Journalism, New York University

VERY NEWSPAPER MAN who wants to get out of the small dle and make a big splash in some ropolitan pool of journalism ought ead the personal experiences of H. I. llips in the current issue of the erican Magazine. The article ought be preserved for a second reading n the blue envelope comes.

he moral—if I might use that term—this article by Mr. Phillips is that right to hire is the right not only ire but also to inspire. A good exive should have seen where Mr. llips did his best work, and made gnments to capitalize such special nt.

r. Phillips, in a rather modest way, s to indicate how big a splash he has e in a metropolitan pool. A recent suit, of which much has been said in TOR & PUBLISHER, has expressed it in ars and cents.

* * *

NEWSPAPER CORRESPONDENT recently asked where he ld find the following quatrain by yard Kipling:

ad six honest, serving men;
They taught me all I knew;
eir names are What and Why and When,
And How and Where and Who."

will be found in Volume XX of ling's collected works, under the title, st So Stories." The quatrain is not ted correctly, as the first line should l, "I keep six honest, serving men." he newspaper correspondent is not only one to misquote the quatrain. A ent advertisement of Webster's New ernational Dictionary made the same take. Even the collected works of lyard Kipling, which I have, makes error of printing Where twice, and ts entirely the Why.

* * *

HE MACMILLAN COMPANY announces for early publication a ection of editorials from the pen of lliam Allen White, editor of the poria Gazette. The fact that Mr. ite was this year awarded the edial prize by the Pulitzer School of rnalism should add to the interest of collection.

* * *

RANK H. VIZETELLY and Leander J. De Bekker have comd a comprehensive treatise which exns the more common phrases and ressions in vernacular English of ch the meaning is not directly evident. Much of the information in their ume, "A Desk-book of Idioms and omatic Phrases" (Funk & Wagnalls mpany) will not be found even in the st dictionaries. Especially useful to torial writers are the explanations of ng phrases of political significance. e volume will be useful in answering uiries about the origin of vernacular ases.

* * *

HEN R. H. WILDER and K. L. Buell, New York publicity men, rted out to write their book, "Pubty, a Manual for the Use of Business, ic, or Social Service Organizations" he Ronald Press Co., New York), y probably had in mind the layman ause they don't pull the curtains back y far. It is doubtful whether the ned and experienced publicity or adtising man will get a single new idea of the book, but the layman will find book genuinely helpful.

Advertising men will not take kindly the chapter on advertising because the hors insist that advertising is merely ubdivision of publicity and that pubty is not a subdivision of advertising. t after all is this important? Adverng was first on the job and today is nly entrenched in the economic life of world. Publicity is still one of the st misunderstood professions in the rld despite the fact that it is recognized by every great bank, bond house, industry and corporation in the United States.

The authors take the point of view that advertising is necessary to sell a specific product but that advertising is not adaptable when the problem is to get into the public's consciousness a single idea. Would the authors deny that association advertising which does not try to sell a specific product is valueless? The authors write:

"It is assumed when a man pays to have an announcement appear in the paper that he expects to receive some kind of financial reimbursement and the reaction of the public to such an announcement is to look for the interested motive behind the advertisement."

In other words when a philanthropy or an altruistic organization engages in advertising such advertising is unsound. How many advertising men will subscribe to that point of view?

This new book has real merit, however. It discusses intelligently the general philosophy of publicity. It describes some of the method. Where it lacks is that it is too general. For example:

More attention should be paid in a book of this kind to the subject of newspaper organization. Other subjects which should be considered are what is news, the preparation of copy, the distribution of copy. One of the commonest errors of so-called trained publicity men today is to take a copy of Ayer's Directory and from that book prepare what is described as a mat list. All newspapers which "can use mats" are listed. And yet every experienced publicity man knows that "can use mats" means that those newspapers have equipment to cast mats but that does not necessarily mean that they will use contributed mats. There are in fact nearly 500 newspapers in the United States which have never been known to use a contributed publicity matrix.

There are hundreds of little details that are important and should be brought out in a book on publicity. For example, there is the question of sponsorship of copy. Where does the copy come from? And the name of the organization should be a truthful one. One of the most alarming tendencies in publicity today is the willingness of reputable businesses to send out matter under the name of some bureau or organization which is ostensibly altruistic and disinterested.

The difference between morning and afternoon newspapers should be explained. When do editors on each want copy? How soon in advance should pictures be supplied? Should pictures be given exclusively to one paper? What are syndicates? How do press associations operate? How do the city press associations operate? These are some of the many questions that should be answered.

Possibly Wilder and Buell purposely refrained from going into detail. At least, they have succeeded in not doing so. But their book should be read widely if for no other reason than that it presents the point of publicity men fairly well. Some publicity men will disagree with some of the authors' conclusions, but the book as a whole is fairly accurate of the attitude of most publicity men. This is probably the first time that two publicity men have written such a book.

Boni & Liveright will shortly publish "In the Court of Public Opinion" by Edward L. Bernays, one of the best known of the New York publicity men, who conducts a course in public relations at New York University. Mr. Bernays undoubtedly will present a different point of view.

A rereading of "Publicity" makes one wonder whether there is a publisher somewhere that would attempt to publish a real manual of publicity, one that actually gets down to cases.—CARL H. GETZ.

THE MEMPHIS COMMERCIAL APPEAL

Morning - Sunday - Weekly

"The South's Greatest Newspaper"

First of all—a newspaper. Spends more money, for instance, on telegraph news, than any other paper in this country, except one in New York, and one in Chicago.

Covers its local and state fields in a news way that is regarded as marvelous by other newspaper publishers.

Outspoken—honest—fearless—brilliant editorially. Quoted the world over.

Has grown—grown—grown in circulation. Now over 100,000 daily and 122,000 Sunday, and still growing.

Regarded as one of the few real demonstrations of effective and complete advertising coverage of a rich field by one newspaper. Goes into 49 of every 50 worthwhile homes in Memphis, and 96% of its City Circulation is Home Delivered by its own carriers.

Has an advertising record equally remarkable. To illustrate: In June the COMMERCIAL APPEAL carried 77% more advertising than one contemporary and 180% more than the other one.

Publishes one of the finest Rotogravure Sections Sundays, yet produced.

Territory Responsive—Coverage Complete—Rates Right.

The Commercial Publishing Company

Memphis, Tenn.

THE JOHN BUDD COMPANY
National Advertising Representatives

9 East 37th Street NEW YORK — Tribune Building CHICAGO — Chemical Building ST. LOUIS — Healey Building ATLANTA
Examiner Building SAN FRANCISCO — Title Insurance Building LOS ANGELES — Securities Building SEATTLE

SURVEY CONDEMNS DETROIT PAPERS FOR SKIMPING OFFICIAL CITY NEWS

Report of Political Science Department of University of Michigan Asserts Press Should Create News of Local Government When It Is Lacking

By ROBERT BEACH PHILLIPS

DECIDED STATEMENTS have been made here and there by those outside the field of journalism as to just what the mission of the newspaper is. All seem to agree that it is to print the news. But in defining *news* lies the rub. Those interested in literature and art assert that the newspaper should devote more space to those branches. Science, politics, religion, the medical world, each demand so much space.

But it has remained for the bureau of government of the political science department of the University of Michigan to publish a report on how much municipal news is published in three Detroit dailies and to prove, so the author thinks, that the amount devoted to the Mayor, the Council, the schools, etc., is entirely inadequate.

That the opinion contained in the survey will receive careful attention from the Fourth Estate is not to be doubted as it has been made by Lila Rideout under the direction of Prof. Thomas H. Reed of the political science department. Prof. Reed was formerly a city manager, and a member of the political science department in the University of California. He is now supplementing his work by collecting materials and publishing reports on special topics through the bureau of government of which he is director.

The report, entitled "Municipal News in Detroit Newspapers," follows:

"The proportion of the news in our daily papers which relates to city government is almost ridiculously small. As a whole it is insufficient to give the public the information which it needs in order to pass intelligent judgments on municipal questions. These are facts which have long been recognized in a general way. This study of municipal news in Detroit newspapers amply confirms them.

"Over a 90-day period in which there was more than an average interest in municipal affairs the Detroit News devoted 2.1 per cent of its news space to them, the Detroit Free Press gave 1.5 per cent and the Detroit Times 1 per cent. Reduced to columns for the period in question the Detroit News printed 142.5 columns of news relating to the city government of Detroit, the Free Press 108, and the Times 57. This is an average for the News of a little more than one and one-half columns a day, for the Free Press of a little more than a column and for the Times of about two-thirds of a column. (The Times did not publish a Sunday edition at this time.)

"This is a very small amount of news taken relatively or absolutely. Two-thirds of a column to one and one-half columns of news appearing by itself might create some impression; printed alongside of 70 or more columns of other news it runs an excellent chance of being passed over. The habitual newspaper reader (and who is not one of these?) inevitably receives some of his ideas of the importance of things from the relative stress laid upon them by the newspapers. The government of Detroit on the average receives less attention than the daily performance of the 'Tigers'; Ty Cobb gets more publicity than the Mayor; the failure of the pitching staff is apt to attract more newspaper comment than a breakdown of the Police Department.

"The explanation given by newspaper men for the failure to give more attention to the ordinary working of city government is that it is not news. The truth of this statement must be admitted. If, however, a knowledge of the working of city government is essential to its genuine democratic control; if newspapers are what no one will deny that they are, practically the sole vehicle to the public of information on this as on other matters, the conclusion seems inevitable that it is the duty of newspapers to make the essential facts relating to city government news. When a newspaper is interested in a particular propaganda it has no difficulty in making it news. It should have none in the performance of necessary public duty.

"The above figures and the table which follows are based upon measurements of the municipal news contained in the three Detroit papers, News, Free Press, and Times, for the 90 days beginning Jan. 1, 1922, and ending March 31, 1922. The title and a brief description of each item of news affecting the city government of Detroit was noted, together with its length in inches. Upon this original record the table which concludes this report was based. The home edition of each paper was used, because it contained the maximum of local news.

"The total amount of general news was determined in each case by measuring the number of inches of news for a seven-day period; this total was used to obtain a daily average, which was then multiplied by 90. (During this period the Times did not publish a Sunday edition, so that in the case of that paper 78 was used as a multiplier.) There was no decided change in the size of any of the papers or in the relative proportion of advertising during the period in question. In measuring the general news, all advertising, pictures, comics and fiction were excluded.

"The attempt has been made to classify the municipal news. This was a very difficult task and the result is submitted with some diffidence. A good many articles fall upon the border-line between classes and some contain material relating to several of the orders of classification. The classification adopted was as follows:

"(1) General Administration. This was further sub-divided into four divisions: (A) Council—This was treated of all articles in which the Council was the chief participant except in the matters listed below; (B) Mayor — Under this heading were included all articles in which the Mayor was the principal figure, except as noted below; (C) Budget—Under this head were grouped all items relating to the budget regardless of whether the Mayor, the Council or heads of departments were chiefly concerned; (D) Traction—Here were set down all items of news treating of the department of street railways, the Detroit United Railways, and of the purchase of the latter by the city which was then pending.

"(2) Health Department.

"(3) Fire Department.

"(4) Police Department. Here were included not only articles concerning the work of the department, but also court decisions of civic interest. Arrests and police court proceedings were omitt where the interest was, as usually is t case, in the crime itself or in the pers committing it.

"(5) Schools.

"(6) Personal Interest. Here we included stories relating to city officia in their public capacity where the inte est of the story was chiefly a person one.

"(7) Editorial Comment. Editoria were not classified as was done in t case of news items because they are n news. They were included in this speci classification, however, because they ve obviously affect municipal public opinio

"(8) Miscellaneous. All items whi could not be readily thrown into one other of the above classifications."

Tabulated findings follow:

Municipal News	Detroit News	Free Press	Times
1. General administration—			
(a) Council	375 in.	205 in.	116.5 in
(b) Mayor	203	225	96.5
(c) Budget	186	155	47.5
(d) Traction	683.5	462.5	320
2. Health	105.5	44	52.5
3. Fire	27	20	14
4. Police	267.5	241.5	62
5. School	194	252.5	52.5
6. Personal interest	260	172.5	116
7. Editorials	380	324	158.5
8. Miscellaneous	174	74	104
Total inches municipal news	2,855.5	2,176.5	1,140.0
Total inches general news	132,930	137,763	112,905
Percentage	.021	.015	.010

Hendee Co. Appoints McDonald

C. P. McDonald, vice-president Frank Presbrey Company, New York, has been appointed advertising counselor for the Hendee Manufacturing Company, Springfield, Mass., maker of Indian motorcycles and bicycles and the Merker motor wheel.

Clement Repurchases Weekly

A. H. Clement has bought the Time Virginian, a weekly newspaper of A pomattox, Va., from W. W. Wynar Mr. Clement formerly owned the pape having sold it some years ago to M Wynant.

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION
General Offices: 805 Terminal Building, Brooklyn, N. Y.

A Significant Fact

According to the compilation of the latest reports of the Audit Bureau of Circulations, printed in The Editor and Publisher, the circulation of both THE EVENING STAR and THE SUNDAY STAR in Washington and its suburbs (a radius of 25 miles) is approximately **50% greater** than the nearest competitor, morning or evening.

In Washington and its suburbs just about everyone who reads a newspaper reads The Star.

But advertising in THE STAR gets more than maximum circulation. It carries prestige.

Really, you only need ONE medium in the National Capital—and that's THE STAR.

The Evening Star
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.
Write us direct or through our

New York Office
Dan A. Carroll
110 East 42d Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

"Open Letter" Brings Libel Suit

SUIT HAS BEEN BROUGHT against John A. Henry, editor and publisher of the Janesville (Minn.) Argus, and Mrs. John Finley of Janesville by Mrs. C. L. Dingman and Mrs. F. E. Lang of St. Paul. This is the result of an open letter published in the Argus July 25 and said to have been written by Mrs. Finley. The letter, it is charged, declared such entertainments as the one the carnival company offered to be "nothing but a detriment to the town, morally and financially."

consumers and merely because they are the easiest way out. We are not trying to find out what our foreign customers want and how they want it.

America's export trade for the moment is not particularly attractive and there seems to have been a revulsion of feeling in many sections. Unpleasant experiences and financial difficulties have prejudiced many against further advancement. These are only temporary, however, and will soon pass. Foreign trade will be more and more of a necessity with us, and export advertising will follow.

The time for this development, for it is one that is going to require an outlay of time and money in large quantities, is perhaps not the present. There is no harm, however, in its consideration and in the projection of plans for the future. The worth and place of advertising is unquestioned among American and its foreign wort his just as certain. It will require the use of judicious methods, an adaptation of these methods to each country and to each section of each country. This will mean the Europeanizing or Orientalizing of American advertising methods for American products, and it will also mean more abundant and satisfactory returns.

MONOTYPE AT SMITHSONIAN

Latest Equipment, Samples of Type, Slugs, Rules, Shown at Institute

A complete exhibit of the products of the Monotype machine together with one of the earliest equipments made by the Monotype Company has been installed under glass at the Smithsonian Institute, Washington.

Along with a Monotype keyboard and casting machine of the series of 1900 are exhibited photographs of the latest monotype equipment; samples of Monotype type from 4-point to 48-point; specimens of slugs, rules, and boarders; samples of composition in English, modern Chinese, and ancient Hebrew—products of the modern Monotype.

A copy of the Lord's Prayer cast by the Monotype machine on a type body that is 12 points square is also on exhibition. More than a million of these Lord's Prayer type souvenirs have been cast and given away in the past year by the Monotype Company.

Tennessee Weekly Expands

"The Rockwood (Tenn.) Times has taken over the Spring City Sentinel, a weekly published 15 miles from Rockwood. The machinery of the latter plant has been moved to Rockwood and its circulation combined with that of the Times. The Times is one of the oldest weeklies in East Tennessee.

Business Men Come to Rescue

When fire, caused by a gasoline engine, destroyed the La Cygne (Kan.) Journal Aug. 4, business men at once subscribed $3,500 which they deposited in a bank to the credit of the owner, W. H. Mitchell. The money will be repaid in advertising, over a period of two years.

IN RECEIVER'S HANDS

Paterson Morning Times, in Voluntary Bankruptcy, Will Continue

The Paterson (N. J.) Times announced Aug. 13 that, in accordance with a resolution passed by its board of directors, Raymond J. Newman had been appointed receiver in voluntary bankruptcy proceedings.

The Times announced business would continue as usual under Newman's direction, while plans were being made for reorganization. Meanwhile, the present organization will be kept intact, and the paper published daily, with every effort being made to assure results to the benefit of the creditors, according to the announcement.

In the statement announcing the voluntary bankruptcy, the Times called attention to the fact that involuntary proceedings filed several weeks ago by a creditor for about $300, were withdrawn.

Since the Times is a Democratic organ, and the present Democratic Mayor of Paterson, said to be interested in the newspaper, is now on the eve of a political campaign, it is expected the publication will be kept alive at least until after elections in November.

Brisbane Gets $1,400,000 Loan

Having secured a loan of $1,400,000 from S. W. Straus & Co., secured by five pieces of improved property, Arthur Brisbane will immediately remodel and modernize several of the present buildings he owns in up-town New York City for business and residential purposes. The various locations are on East 57th street, East 53rd street, and Madison avenue.

Glass Sells Alabama Forest

Frank P. Glass, of the St. Louis Times-Star, formerly Alabama publisher, has sold to J. D. & J. W. Springer, lumber mill corporation of Camden, Ala., 9,000,000 feet of growing pine timber located on the Purnell estate in South Dallas and Wilcox Counties for a consideration of $35,000. This is one of the two choicest standing virgin pine growths in the district.

Ford Salvaging Lumber

Salvaging of approximately 90,000,000 feet of lumber annually at its Highland Park plant is the Ford Motor Company's contribution to national reforestation. The salvage department has been put on an efficient basis and is now self-sustaining.

Springfield Republican Has Weekly

Sherman H. Bowles, publisher of the Springfield (Mass.) Republican, calls attention to the fact that the Republican is still issuing a weekly edition, contrary to a statement appearing in EDITOR & PUBLISHER for July 28 that publication of the Weekly Republican had been discontinued.

Alabama Permits Rail Passes

Editors and publishers of newspapers in Alabama may now exchange advertising for mileage, Governor W. W. Brandon having approved the bill of Senator Overton legalizing the exchange. Under the bill newspaper heads will be allowed to exchange advertising for passes for employes.

Camp for Sioux City Newsboys

More than 60 Sioux City newsboys established their Summer camp July 28 at Camp Kellogg near Sioux City, where they remained until Aug. 3. A fund subscribed by Miss Ann Musklin of the Jewish Community Center and the Federation of Jewish Social Services defrayed the entire expenses of the camp.

Two Dailies Now Weeklies

Both the Kingfisher (Okla.) Times and the Kingfisher Free Press, heretofore dailies, have ceased publication as such and are now being issued weekly.

報知新聞

The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Per line.....	Y 1.25
Per Column...	Y 170.00
Per inch.....	Y 12.50
Per page.....	Y2,000.00

The Hochi Shimbun

TOKYO, JAPAN

HARDING HAD PLANNED TO BE EDITOR AGAIN

Told Friends He Would Take $25,000 Newspaper Offer and Explained Why He Sold the Marion Star

That President Harding had planned to return to work as a newspaper editor when he finally should retire from the White House has been disclosed by close friends in Washington, D. C.

Mr. Harding is reported to have told friends at a private luncheon in a Western city before he went to Alaska that after his public service was over he would in all probability accept an offer of $25,000 a year made by one of the leading newspapers of the country for editorial contributions. This, he said, would give him a much desired opportunity of getting his views before the people and assisting in solving national and international problems.

He also had open, he added, an offer of $750 for each speech he might deliver after leaving the Presidency.

It was because of the two offers, the President informed his friends, that he sold the Marion Star. He remarked that he had sold it "because he could not afford to reject the offer," explaining it was probable he never again would receive such an advantageous proposition.

Mr. Harding at this time stated he was to receive in the neighborhood of $500,000 for the Star property. The newspaper had been earning about $30,000 a year, he said.

BEATS ON FUNERAL PICTURES

International News Reel Scores at Frisco, Washington and Marion

International News Reel, in a romance of fast trains, speeding automobiles, and daring aviators, scorded a news beat with its pictures on the start of the Harding funeral train from San Francisco. Staff camera men photographed the removal of the casket from the Palace Hotel and left with the funeral train. On arrival at Omaha the pictures were relayed by airplane to Chicago. From there Nimmo Black, noted civilian aviator, battled through fog and storms to New York.

Edgar B. Hatrick, general manager of International News Reel, arranged for special mail planes for New York, Chicago and Boston to leave Washington with pictures after the state funeral ceremonies. Nimmo Black also duplicated his former flight, when he beat all opposition from Marion with pictures of the services there.

Ledger Gives Harding Portrait

The Philadelphia Public Ledger, in its issue of Sunday, Aug. 5, carried to all its subscribers a full front-page portrait of President Harding in its rotogravue section. The presses were stopped shortly after midnight Thursday after 100,000 of the 250,000 edition had been run. New cylinders were etched, and from 6 o'clock Friday until 4 A. M. Sunday the presses delivered the full quota necessary to enable the revised edition to be placed in the hands of every reader.

Ohio State Journal's Enterprise

Pictures of the Harding funeral in Washington taken at 11:30 A. M. Columbus time were rushed by airplane to the Columbus (O.) State Journal and early that night were engraved and ready for publication. The trip, 500 miles by rail, was completed in less than five hours by the aviator.

Harding as Clean Journalist

Clean journalism meant more to the late President Harding than wealth, C. E. Broughton, editor of the Sheboygan (Wis.) Press-Telegram, declared, speaking at the Sheboygan memorial services on "Harding as President and Editor."

PARIS PAPERS PLAY UP DEATH OF HARDING

Stories on America's Loss Examples of Best in French Journalism—Special Editions of English Language Dailies

Paris newspapers of Aug. 4 all carried the news of President Harding's death on the front page, not one of the important organs devoting less than two columns to America's loss. The news of the passing away of President Harding reached Paris at 6 A. M. Aug. 3, and the Paris Tribune and Continental Daily Mail immediately brought out special late editions which were eagerly bought up on the Boulevards and at the hotels by American visitors.

The articles which appeared in the French press were not merely a great mark of respect to the dead President but they were also examples of the best in French journalism. It would seem that the French excel in saying the right thing in moments of emotion.

Almost every French language paper carried one or more illustrations showing the late President, and nearly all of them also had pictures of Mr. Coolidge. The Matin devoted three columns to President Harding, and Le Journal and Le Petit Journal had a like amount, the last-named also carrying six pictures. Le Journal in addition carried well written interviews with Andrew W. Mellon and James W. Beck, who were both in Paris at the time. L'Eclair carried two columns on the left of the front page about President Harding and two on the right side on President Coolidge. Excelsior, the daily illustrated newspaper, gave up almost all of the front page to pictures of the late President and also published a table showing what Vice-Presidents had succeeded the Chiefs of State.

It should not be forgotten that in France, where no papers at present are printing more than six pages, two and three columns to one news event represent a very large display.

HARDING'S "STYLE"

Easy for Him to Write to Common People, Says Truman DeWeese

Speaking at Harding memorial services at the Lake Placid Club, Truman A. DeWeese, of the Shredded Wheat Company, Niagara Falls, paid a high tribute to the late President in his journalistic profession, and said of his "style":

"Few good writers are good public speakers. Harding was both. He had an easy-flowing, lucid, original editorial style. It was easy for him to write. His editorials and speeches were not labored or pedantic. He did not write over the heads of the plain people. Many of his speeches were written with an old stub pencil on 'scratch paper' on boats or trains while waiting his turn to speak. He did not hesitate to coin new words which have finally become embedded in the common speech of the people.

"To journalists he left a legacy of loyal and loving devotion to the higher ideals of a great profession—a legacy that should be an inspiration for all time to newspaper men and a source of pride to all patriotic, high-minded Americans."

Facts and Figures

A Series of Timely Articles on Foreign Trade by

VICENTE VILLAMIN

"Vicente Villamin is forging to the front among the economic writers of our time. He has an astounding head for figures and facts"—*New York Commercial*

Released Weekly, Beginning September 1 by

BOND'S NEWS SERVICE

15 William St., N. Y.

Telephone Broad 1015.

Fastest Growing Radio Magazine

A. B. C. Auditor's Report

Shows net paid circulation for six months ending June 30th 1923 as

67,262

WEEKLY AVERAGE

For Advertising Rates Write

E. C. Rayner, Publisher
123 W. Madison St., Chicago.

Jacob Miller, Eastern Representative
Times Building, New York City.

GATHERED AT RANDOM

PLE are continually coming to a wspaper office with articles they published or to keep something being published. Usually they much more than the newspaper bout what should or should not inted, and their modesty doesn't t their telling him about it. they take it for granted that all necessary to get something in the or to keep something out, is to known what they want. Because ubscribe for the paper or carry ad- ng in it they feel free to dictate licy under threat of "stopping the or discontinuing their advertising. h people forget that each of them one of thousands who are reading ublication, and that the thousands vish to read the very story that the ants suppressed. They forget that spaper owes fair treatment to all readers and that it betrays its trust "plays favorites," printing news some people and withholding it others. When they have done hing that does not reflect credit on elves, they ask the paper to protect families or friends from publicity ave brought on them, although it much the newspaper's duty to print ews as it was the duty of the of- to protect those near to him by nothing that would cause them or sorrow. He tries to shift re- bility to the paper instead of recog- his own.

individual's conduct brings him ontact with prohibition officers. He ead scores of like stories, but when ppears he cancels his advertising act. Another has an unfortunate nt at his home that injures some- else and arouses outside interest. ncels his advertising contract when ews is printed. A third violates a rule and when the public is told it he stops taking the paper, "which ellow rag, anyhow." None of them lers that no reputable newspaper pts to sell its circulation or adver- space on anything but their merits, t believes it is giving money's worth, hat the cancellation is doing more ge to the person who loses the space e paper than to the publication, if eded it in the first place.

newspaper must have and follow governing the character of the r it publishes in its news columns. est rule we know anything about is int whatever has news value, no r who is concerned in it, without or favor. We aim to print all the that is fit to print, just as we aim ake our paper worth the subscrip- rice and our advertising worth the rate. If it's news we must print d we must decide what is news.— etta (O.) Times.

* * *

HAT HOTEL is this anyway? Please show me a room."

is question and demand came from anger, who had evidently traveled n coming to New York City this . His suit was wrinkled and dusty. arried a bright, palpably new, shiny ase.

rprise at the merry click of type- rs at the unearthly hour of eleven k at night was mingled with im- nce when no "Buttons" rushed for- with willing hand to grasp his luggage.

e laugh was general. The stranger found his way to the news room of New York Times, in the Times An- just as that paper was rushing to .

-oh," floated around the corner, as tranger's coat tails disappeared.

r is he the only person who has so mistaken. Two young women one night recently entered the elevator of the Times Annex, with a self confident air. They rode to the eighth floor before one remarked to her companion:

"Are you sure this is a hotel?"

* * *

IT IS A CHARMING and daintily furnished brand-new home in New Bedford, Mass., that a Standard man and his wife are justifiably proud of. So when a visitor from out-of-town said admiringly: "I certainly congratulate you on your paper, it's splendid," the Standard man followed her gaze, which apparently was concentrated on the living room wall, and replied: "It's my wife's taste, but I do think she did remarkably well." The visitor said hastily: "Oh, I was talking about The Evening Standard, though of course the wall paper is attractive," and that family succeeded in getting two compliments out of one.

* * *

"WHAT DOES the present-day university alumnus think about?" may be answered by an incident that happened in the office of the Eugene (Ore.) Guard the other day. A reporter, a youth just out of college, took a telephone notice of a lecture. The subject was to be "Voltaire's Influence on Human Thought and Progress," but the phone wasn't working well and nothing was further from the reporter's thoughts than Voltaire. Consequently a much surprised lecturer read the next day that he was going to speak on "Bobbed Hair's Influence on Human Thought and Progress."

REPUTATION
In Color Printing

"Our colored comic sections are printed in Saint Louis by The World Color Printing Company—premier color printers with a "Rep" that means everything to us. We get better work at all times than we could possibly turn out ourselves.

"You can always bank on live and harmonious colors printed in perfect registry,—ideally printed comic sections.

"Theirs is a service built on 22 years of consistently superior color comic printing!"

So Say Those Who *Know*

The World Color Printing Co.

Est. 1900. R. S. Grable, President, St. Louis, Mo.

"Color Printers to the Nation's Publishers"

WEST VIRGINIA

Is Well Provided With

SCHOOLS

Its Population Is Nearly

1,500,000

89.9% Born in America

West Virginia is justly proud of her educational facilities and the high percentage of children that avail themselves of the opportunities offered for mental improvement.

The attendance of children from 8 to 14 is compulsory, white or colored, with separate schools for each, although the colored population is only 5%.

The state spends millions of dollars annually on the development of her free schools and the total regular attendance of children between the ages of 5 and 20 years exceeds 360,000. It is one of the few states in which the law requires agriculture to be taught in the common schools.

The unusual educational facilities, together with the fact that such a large per cent is native born render the people of West Virginia susceptible to straightforward advertising in the daily newspapers which is effective in consequence.

"Top the List" with West Virginia When You Plan Your Next Campaign

		Circulation	Rate for 5,000 lines
Bluefield			
†Telegraph	(M)	10,960	.04
Charleston			
*Gazette	(M)	19,529	.06
*Gazette	(S)	23,122	.07
Clarksburg			
*Exponent	(M&S)	8,091	.03
*Telegram	(E)	11,588	.04
*Telegram	(S)	13,510	.045
Huntington			
†Advertiser	(E)	10,114	.035
*Herald-Dispatch	(M)	12,979	.035
*Herald-Dispatch	(S)	12,662	.04
Martinsburg			
*Journal	(E)	4,037	.03
Parkersburg			
†News	(M)	5,798	.025
†News	(S)	5,798	.025
*Sentinel	(E)	7,258	.03
Wheeling			
†Intelligencer	(M)	12,797	.0325
†News	(E)	15,261	.05
†News	(S)	18,719	.07

*A. B. C. Statement, April 1, 1923
†Government Statement, April 1, 1923.

QUEBEC PREMIER'S ATTITUDE LIKELY TO PREVENT CANADIAN EMBARGO

Several Months' Delay at Least, Seems Now Assured, While Conservative Newspaper in Montreal Takes Up Cudgels Against Ban on Pulp Exports

(*Special to* Editor & Publisher)

MONTREAL, Aug. 12—The outspoken opposition of the Premier of Quebec Province, L. A. Taschereau, to the proposed embargo on the export of pulpwood from Canada has caused a radical change in the situation.

In the pulp and paper industry, it was taken for granted that the Quebec Premier would give his support to the embargo, as Quebec had been the first of the provinces to inaugurate the embargo on the export of pulpwood cut on Crown lands.

In opposing the embargo, first on behalf of the settlers, who hight have difficulty in securing a certain market for their pulpwood with the United States cut off, and especially in appealing to Provincial rights, Premier Taschereau has introduced an element that Ottawa as the Federal authority will find it very difficult to get over.

Another element of even greater significance comes into the question. The bulk of the support of the Government at Ottawa comes from the Province of Quebec, and the leader of that group is a former premier of Quebec, Sir Lomer Gouin. It appears almost certain that the Ottawa Government will not dare to risk a fight with Quebec Province by putting an embargo into effect.

Right on the heels of the Quebec Premier's statement comes an editorial from the Montreal Gazette, a Conservative organ, which backs the Quebec leader strongly, in spite of the strength of the pulp and paper industry. After stating the arguments of Mr. Taschereau the editorial continues on its own account:

"The war period is ended and things which Parliament could do for the national safety may not be permissible in time of peace. The prohibition of an owner of pulp wood to sell it where he can find a purchaser is not reasonably within the Federal power, and recent decisions of the highest tribunal to which appeal can be made suggest that if brought before the courts the legislation in question would be condemned. If there is any doubt upon this point, however, there is none as to the injury that the enforcement of such a prohibition would inflict on men who have invested their money on their strength in pulp wood lands, either as owners or colonists.

"Mr. Taschereau spoke strongly on the case of the colonists, whose success in their efforts to establish farms may often depend on their ability to obtain money for the wood they must cut in making their clearings; and their case does not differ in principle from that of men who have legally acquired land and wood areas for the purpose of cutting and selling logs for export. After Mr. Taschereau's protest, the Government at Ottawa is not likely to exercise the power given it by Parliament, which, moreover, is not a power which Parliament should delegate. Like the power of taxation, that of seriously interfering with established industries is one that Parliament should keep in its own hands. The legislation in question is also objectionable as an interference with trade. The country will never be made rich by putting obstacles in the way of people doing business."

It is clear that Ottawa will do nothing in the matter now until the investigating commission, which will be appointed in a few days, shall have made its report, which will take several months. Action after that would now seem to be along the lines of an export tax rather than an actual prohibition of export. The situation has been reversed for the time being at least, and the million-odd cords of pulpwood consumed annually by the United States mills from across the border would seem to be reasonably safe from prohibition.

Giant Redwood Named for Harding

A PERMANENT MEMORIAL to the late President Harding, who, as a newspaper publisher realized the necessity of forest conservation to assure future paper supply, was contributed by California's forests when on Aug. 13, at Giant Forest the second largest tree in the world was dedicated to his memory as the "Warren Harding Tree."

The tree is 32 feet in diameter, 280 feet in height, and is estimated by some to be already 5,000 years old. In dedicating the tree, John R. White, superintendent of the Sequoia and Great National Parks declared the tree would "grow stronger and greater and stand as a monument to our late President when the Pyramids and granite shafts have crumbled to dust."

Paper Firm Buys Lime Co.

The Brompton Pulp & Paper Company officially announces the purchase of the Dominion Lime Co., one of the largest shippers of lime in the Dominion.

New Mill About Finished

The new mill of the Oswegatchie Paper Company at Natural Dam, N. Y., is practically completed and ready for operation. This mill represents an investment of more than a million dollars, rising out of the ruins of the Aldrich mill, burned three years ago.

Fire Delays Editions

Fire caused a $1,000 damage in the plant of the Canandaigua (N. Y.) Daily Messenger, and delayed publication of one day's editions of the newspapers.

MONTREAL SEES R IN PAPER PRICES

Several Factors Ascribed for I tion on 1924, Including Emba Threat and Low Water in the States

(*Special to* Editor & Publisher

MONTREAL, Aug. 14.—The belie creasing steadily here that if factors continue in the paper i higher prices for next year are ine

The feeling of this group is ex by a leading paper man as follo

"In my opinion it does seem as i will have to be increased for seve sons. First, the Quebec governme poses to increase the stumpage Second, many of the paper co have suffered a great deal fro losses, and are obliged to cut tin areas for which they were not pr Also, they will have to cut mo their requirements thereby swellin inventories and increasing their charges. Third, the wages in the and at the mills have been increa show signs of further increasing. the low water in the States is cre shortage of ground wood, and it i Canadian ground wood pulp will ing around $50 a ton this coming winter, consequently raising the newsprint at American mills.

"Fifth, the talk of embargo more or less indeterminate effect, tendency is to create the idea of the cost of wood for American mi consequently increasing cost of newsprint."

Fifth More Pulpwood Use

Consumption of pulpwood United States during 1922 was 2 cent greater than in 1921, the ment of Commerce announces. total consumption last year as r by 241 mills was 5,548,842 cords.

MUST SPEED TREE PLANTING

Forestry College Blames Paper Business Atrophy on Dwindling Forests

"Labor and industry sorely need more forests in this country. The sooner we start planting trees on an adequate scale, the sooner will the threat to one of our big business interests disappear."

This is the gist of a report just issued by the New York State College of Forestry, in which attention is called to the fact that a large majority of United States pulp and paper mills would be compelled to locate in Canada or shut down if an embargo on pulp wood should be enforced by the Dominion.

The report states the tendency toward atrophy of the lumber and paper business is largely due to the dwindling forests and growing remoteness of supply. In 1919, according to the report, 839,000 persons were engaged in the manufacture of lumber products, while in 1921 there were only 675,000. The total value of lumber and lumber products in 1921 was $2,429,500,000 against $3,070,072,000 in 1919.

SLASH-BURNING LIMITED

New Brunswick Acts to Halt Devastation of Pulp Forests

At the request of publishers and pulp and paper men in New Brunswick, the Department of Lands, Forests and Mines of New Brunswick Province banned slash-burning except in the fall months. It had been contended that many of the forest fires that devastated pulpwood and timber lands had been created by slash fires.

In the past slash fires have been permitted during the month of May without permits, and during the remaining months of the year with permits. It is alleged that two-thirds of the slash fires have been started without the required permits and consequently enforcement of the slash-burning ban may not prove satisfactory. New Brunswick lost heavily in pulpwood during the present year, and drastic means must be adopted to conserve the undevastated territories. Increase of fire wardens is believed essential.

NEW LEVY ON PULP MEN

Workmen's Compensation Assessments Raised in New Brunswick

The Workman's Compensation Board of New Brunswick has announced an increase in assessment on pulp and paper companies. The increase on pulp and paper mills will be $2, and on logging, booming, rafting and river driving operations $4. The pulp and paper companies have been fighting for a reduction in assessment.

Paper Co. Bonds for Employees

The Itasca Paper and Prairie River Power Companies, both owned and controlled by the St. Paul Dispatch Printing Company, have issued $560,000 in gold bonds, of which $20,000 has been reserved for employees desiring to invest.

To Riverside Pulp Stockholders

Newspapers in Pennsylvania and Ohio which are stockholders in the Riverside Pulp & Paper Co. are asked by Bert F. Kline, managing editor of the Homstead (Pa.) Daily Messenger, to get in touch with him to their advantage.

Paper Co. Sets 500,000 Trees

The New York & Pennsylvania Company, paper manufacturers, has completed planting 400,000 spruce and 100,000 poplar seedlings on its Potato Knob tract at Johnsonburg, Pa.

Kentucky Is In On Prosperity's Pickup

The survey at Washington just released by the Department o Labor shows that 31 cities including LOUISVILLE reporte INCREASED EMPLOYMENT for June, that enlarged activiti in city and state continue despite the fact that July and Augu are ordinarily considered as slow months. Besides the outlook fo increased Fall and Winter business is most favorable for Kentuck which is among the states enjoying good times.

Manufacturers of Nationally Advertised Products

Who are casting about for a profitable market can make no mistak in using the columns of

THE LOUISVILLE HERALD

This prosperous territory which includes Kentucky and Souther Indiana can be effectively covered at one cost by the sole use o The Herald. Advertisers seeking to capture this rich and profit able market are urged not to let this opportunity slip through the fingers.

Take the matter up NOW with your Agency, Write or wire us direct or consult with any of our representatives nearest to you. Confirm these facts and you'll use—

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

THE
Louisville Herald
"Kentucky's Greatest Newspaper"

Foreign Representatives

KELLY-SMITH CO.
Marbridge Building.....New Yor
Lytton Building .....Chicag

GEO. M. KOHN
Walton Building .....Atlant

R. J. BIDWELL
Market Street.....San Francisc
Times Bldg.....Los Angele

"CUBS" IN PHILLY KEEP UP CHARITY WORK

Newspaper Men's Organization Again Fetes 5,000 Poor Children with Tris Speaker, Ice Cream and Everything

In celebration of their fourth year of real achievement among the poor children of Philadelphia, the Cubs, a philanthropic organization of newspaper men, entertained 5,000 youngsters at Shibe Park Aug. 13.

The fans, including 14 Chinese, and representatives of all other races and creeds, saw their third hero in action. In 1921 they watched Babe Ruth. In 1922 they admired Tyrus Cobb. This year they feasted their eyes on Tris Speaker.

While Tris entertained the throng which had been transported to the scene in buses, there was a great devouring of peanuts, ice cream, pop and so forth.

George Zacharias, a police reporter, covering an assignment one gloomy day some four years ago, stooped to pat a youngster on the head.

"I wanta see a real actor," remarked the child. "I wanta see a big show."

Zacharias went to work, and that Christmas, a loyal band of newspaper men negotiated with the leading theatre managers and the "Cubs Circuit Vaudeville" was formed, taking merriment, toys and candy into homes "on the beat." For two years, the boys packed the candy in the reporters' room in City Hall and delivered it from house to house as the actors relieved the tension of poverty with their stuff.

The house-to-house circuit didn't last very long. The demand for "the Cubs" became too great.

So when Christmas, 1922, arrived, the Cubs had drafted several theatrical managers into the club, and included prominent men, a majority of whom had been in the newspaper game.

These men wanted to make a permanent endowment of $5,000, relieving the newspaper men of financial responsibility.

"Nothing doing," was the reply. "Every member will contribute $5 a year. We want to do our part financially as well as in other ways."

The membership was limited to 50, and today there is a waiting list of more than that number.

John Shibe and Connie Mack both cooperated in loaning the American League ball park. Frank Buhler, directing the Stanley Company of America, of moving picture fame in Philadelphia; Harry T. Jordan, manager of the B. F. Keith interests in Philadelphia; judges, police officials, and others fell in line.

The Cubs are recognized in Philadelphia today as a live and rapidly developing institution. There is none of the costly overhead usually connected with charitable institutions. When a movement is decided upon, the men fly into it with true newspaper spirit and clean up the assignment. It is a "go-and-get-it" organization.

Among those who have fostered the movement and have seen it through are Director of Public Safety James T. Cortelyou, Judge J. Willis Martin, Judge John McDevitt, Assistant District Attorneys Maurice J. Speiser and Charles Edwin Fox; Clinton Rogers Woodruff, a leading criminal lawyer; Arthur Joyce, city editor of the Public Ledger; Jacob Schwartz, policital reporter of the Inquirer; James Bennett, former city editor of the Evening Public Ledger; Samuel H. Warnock, publicity director of the Episcopal Diocese; Frank Short, of the Record; Robert Hoffard, Bulletin, and Judge William M. Lewis.

MORE SKILLED LABOR IS PRINTING DEMAND

Gage Tells Empire School Graduates That Requirements of Better Work Creates Need for Abler Craftsmen

That the rapidly growing demand for better work in the printing and publishing industries of the country is creating a need for a more skilled type of craftsman was the opinion expressed by Harry L. Gage, assistant director of typography of the Mergenthaler Linotype Company, speaking at the second semi-annual commencement exercises of the Empire State School of Printing held at Republic Inn, Freeville, N. Y., Aug. 11.

Certificates were presented to 22 graduates of the school, which is supported by the New York State Publishers' Association.

Commencement exercises followed a dinner, at which John W. Baker, chairman of the committee on education of the New York State Publishers' Association, acted as toastmaster. Baker, in a speech reviewing the work of the school since its founding May 1, 1922, said:

"The printing and publishing industry of America has every right to expect that it will attract men of as high mental capacity as the professions.

"I feel certain that many high school graduates who are now driving trucks, tending machines, and occupying other 'dead-end' jobs will be attracted to our trade."

Other speakers were: County Judge Willard M. Kent; Millard V. Atwood, president of the Central New York Press Association; Peter Amerman, member of the graduating class; Frank E. Gannett of Rochester, president of the New York State Publishers' Association, and Ross Kellogg, director of the school.

Brady Buys Into Oregon Paper

John L. Brady has acquired an interest in the Salem (Ore.) Statesman and has become editor of that paper. His purchase includes all the stock held for eight years by Stephen A. Stone, but Mr. Stone will remain on the news staff of the Statesman. Mr. Brady recently sold the Salina (Kan.) Daily Union of which he had been publisher.

NEW YORK CALL SOLD TO FIVE LABOR UNIONS

Socialist Newspaper Is Reorganized with $125,000 Additional Capital and Plans a Larger Publication

Five labor unions, with the aid of the American Fund for Public Service, created by Charles Garland, have purchased the controlling interest in the New York Call, Socialist newspaper, according to S. John Block, president of the Workingmen's Co-operative Association, former publishers.

The new publishing company, with $125,000 additional capital, is planning a larger publication, with a wider appeal and more adequate correspondence.

The Amalgamated Clothing Workers of America, the International Ladies Garment Workers, the Fur Workers Union, the Fancy Leather Workers Union, and the Web Pressmen's Union are the five units concerned in the deal.

The editorial policy, Mr. Block predicts, will continue Socialistic and in support of any political party indorsed by organized labor.

Evans Clark, of the Labor Bureau, Inc., becomes business manager of the reorganized paper. It is expected Norman Thomas, editor of the World Tomorrow, will be offered the post of editor, while Heber Blankenhorn, formerly associated with the Sun, will be made managing editor.

COMIC ARTIST ENDS LIFE

Strain of Work Believed to Have Crazed Oliver Dickman, 21

Leaving a note saying "Life is too great," Oliver G. Dickman, aged 21, a comic artist on the staff of the New York Evening World, committed suicide Aug 15, by asphyxiation in St. Louis.

Young Dickman was educated at the Sigel School and McKinley High School, St. Louis. He first got employment in New York on the Evening Journal in 1920. Last November he went to the World. He went to St. Louis the end of June to visit his parents, but continued to do his daily comic square, "The Life of Reilly." He had planned to return to New York next week. According to his father, he was engaged to Miss Viola Schubert of St. Louis.

A. B. C. Meets in Chicago Oct. 18-19

The meeting of the Audit Bureau of Circulations will be held at the Hotel La Salle, Chicago, Oct. 18 and 19. Sessions on Oct. 18 will be devoted to departmental business under the chairmanship of one of the members of the board of directors representing each division. At these meetings problems relating to each individual division will be discussed and the results passed on to the annual meeting Oct. 19. At the latter meeting election of officers will take place.

New Intertype Western Office

The Intertype Corporation has opened another sales office in the Western territory, at 1240 South Main street, Braun building, Los Angeles. It is under direction of Elmer H. Hostetler, four years sales representative in the Southern California territory.

Mankiewicz as Playwright

The next production of the "Greenwich Village Follies" will include a sketch written by Herman J. Mankiewicz of the dramatic department of the New York Times. Mankiewicz also supplied a play recently to Livingston Platt, producer.

Two N. Y. Times Employes Wed

Howard R. Humphrey of the mechanical department of the New York Times and Miss Rose R. Berkery of the subscription department were married recently. Humphrey has been with the Times 13 years, and his bride three years.

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago
620-621 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

Foundation First—Then Skyscrapers!

Two—three—four months' work is put into the building of a skyscraper before so much as the first beam points upward.

Wasted time and effort? No—the whole building to come will depend on the strength and security of its underlying foundations!

And when a newspaper builds its Classified Advertising for permanent dominance, it first invests time and money in a sure foundation for future success. It prepares scientifically for giving public service and winning public good will.

But once the groundwork and structure of our National Standard Methods of Classified Promotion are in place, the medium stands—like the completed skyscraper—a thing of permanent value and increasingly large returns.

Foundations first—then Classified mediums!

Our booklet, "Architects of Classified Advertising," tells how we can build your medium for lasting leadership—from the ground up. Write for it.

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Otis Building Philadelphia

GEORGE B. SHARPE DIES SUDDENLY

President of Association of National Advertisers Is Deeply Mourned by Associates — Heart Attack Fatal

George Bertram Sharpe, aged 46, president of the Association of National Advertisers, and advertising manager of the Burroughs Adding Machine Company, died suddenly of an acute heart attack, while swimming Aug. 10 at Algonquin Park, Ontario.

George B. Sharpe

Mr. Sharpe went to Algonquin Park from Detroit on his vacation, four days before his death. On the morning of Aug. 10, he went out alone for an early plunge, and an hour later his body was found at the bottom of the lake. The water at this time of year is extremely cold and it is supposed that it affected his heart, known to have been weak. Just before leaving Detroit, he had completed a successful sales campaign for the Burroughs company, and was worn out from a busy year's work.

He was one of the foremost advertising men in the country. Born in Durham, Canada, he later moved to Bennington, Vt. When he was 27 years old, he commenced his advertising career. From 1904 to 1907, he was advertising manager of the Studebaker Corporation. For 11 years thereafter he occupied a similar position with the De Laval Separator Company of New York, and from 1918 to 1921 he was advertising manager of the Cleveland Tractor Company, next joining the Burroughs company.

Since last November, Sharpe had been president of the A. of N. A. Prior to that time he had served as vice-president and director of the organization. He represented the A. of N. A. on the National Advertising Commission, and during the Atlantic City convention was a member of the national program committee. He was one of the founders and early presidents of the New York Advertising Club and an organizer of the Detroit Adcraft Club.

The burial was in Bennington, Vt., Aug. 14. Attending the funeral services were many prominent advertising men, including: P. L. Thompson, vice-president, and John Neville Boyle, general counsel, of the A. of N. A.; Earl Pearson, educational director of the A. A. of W.; and President H. H. Charles,, General Counsel J. N. Boyle, and Secretary Clifton D. Jockson, all of the New York Advertising Club. The Burroughs Adding Machine Company was represented by L. V. Britt, general sales manager; F. C. Rinsche, W. C. Sproull, W. O. Mick, all of Detroit; and E. M. Pittenger, New York representative.

In a letter addressed to all A. N. A. members, the executive committee expresses deep regret at the death of the late president. The letter follows in part:

"It is with feelings of deep regret and great personal loss that the executive committee has the sad duty of announcing to the members of this association the death of our president.

"First as a member company representative, then as a director, a vice-president, and finally president—to which office he was unanimously elected last November. Mr. Sharpe has had closely at heart the purposes and work of this association and has served the association with characteristic faithfulness and ability."

Dan A. Carroll, publisher's representative, who served as director of the New York Advertising Club when Sharpe was president, declared he had at that time learned to estimate Sharpe's "finer qualities at their true value."

"'G. B.' was a real citizen," Carroll said, "and the advertising fraternity loses much by his hurried exit.

"He was a true friend, a devoted husband and father, and his sudden death is a great loss."

Earl Pearson, educational director of the A. A. C. of W. paid glowing tribute to his departed advertising associate. He said:

"The men who really appreciated the worth of George Sharpe, and there were hundreds who did, had come to appreciate him because of the fine, clean spirit that was in the man; his breadth of interests; his solid, substantial, business-like ability, and the generous way in which he gave of his time and efforts for the benefit of advertising.

"It was George Sharpe who suggested the placing of emphasis on the saying attributed to Roosevelt: 'Every man owes some of his time to the advancement of the profession to which he belongs.'

"George Sharpe believed in this sentiment and it had an important influence on his life's work, to the great benefit of the profession to which he belonged."

EDWIN FLEMING DIES AT 75

Dean of Western New York Had Career of Half-Century

Edwin Fleming, aged 75, dean of Western New York newspaper men, died Aug. 13 in a hospital in Meadville, Pa. His newspaper career covered a period of more than 50 years. Following his graduation from the University of Michigan in 1870, he became telegraph editor of the Detroit Tribune. For more than 10 years he represented the New York Journal of Commerce, the New York Bulletin, the Detroit Free Press and the St. Louis Republic as Washington correspondent. In 1885 Mr. Fleming became editor of the Buffalo Courier, holding that position until 1897. He was one of the foremost supporters of President Cleveland, and an intimate friend.

After serving as treasurer of the Pan-American Exposition, Mr. Fleming began the publication of the Buffalo Chronicle, a financial newspaper. He was its publisher from 1903 to 1905, returning to the Courier as associate editor in 1905 and retaining that position until his fatal illness caused his retirement.

He was a member of the Gridiron club in Washington and of numerous Buffalo organizations.' The widow survives.

MAGAZINE EMPLOYES KILLED

Six Women in Christian Herald Charity Party Scalded to Death

Six women were killed and seven injured, when a sightseeing bus in which they were riding crashed into a concrete mixer on the night of Aug. 9, near Nyack, N. Y. The victims were all employes of the Christian Herald, New York, who had spent the day celebrating the 13th anniversary of the founding of the Christian Herald's children's home at Upper Nyack. A pipe on the mixer burst, enveloping all the passengers in clouds of scalding steam.

The dead were: Miss Jean Reda, 18; Louise Artz, 30; Lilliam Thompson, 28; Loretta Younger, 18; Mrs. Jessica Townsend, 41; and Mrs. H. V. Beekman, 68.

MYSTERY IN CAMP DEATH

Body of Estey, Boston Paper Employee, Disappears in Canada

A. B. Estey of Boston, said to have been employed in the business office of a Boston daily, died under mysterious circumstances at Bayswater, N. B., recently. The body disappeared from the camp in which death took place, and two companions of Estey also vanished. Both are said to have accompanied Estey from Boston to eastern Canada on a vacation trip. Estey is said to have carried a large sum of money on his person.

Rev. J. H. Rickard of Albany, N. Y., a summer resident in Bayswater, is demanding an investigation. Estey is survived by a widow and mother in Boston.

Obituary

THOMAS H. WRIGHT, aged 74, died Aug. 7 at Bellefontaine, O., his native town, of paralysis, from which he had suffered since 1915. He started out as a practicing lawyer in Denver, then was an assistant clerk in Congress, from which job he got an appointment in the Treasury Department. Then he entered newspaper work on the Columbus (O.) Times, jumping to the Kansas City Star, and returning to Washington as correspondent for the New York Tribune. In turn he became connected with the Washington Critic, the Bellefontaine Press, the Springfield Times, and the New York Herald, working in the metropolis until 1890.

JOSEPH YOUNG, aged 62, for 40 years a newspaper man in Hudson County, N. J., died Aug. 10 at Union Hill, from a throat affection. For 28 years he was connected with the Hudson Dispatch as reporter, city editor, and for the last 10 years as head of its collection department. He is survived by his widow.

ROBERT F. WILSON, advertising agent of the Southern Pacific, with headquarters in San Francisco, died Aug. 4. He had been with the railroad 20 years.

CHARLES M. MCINTIRE, aged 70, former editor of the Plow and Anvil, published at Winfield, Kan., died recently.

WILLIAM A. FREDERICH, aged 75, for many years a printer in Detroit, was killed by an automobile recently.

JUDGE CARRICK W. HEISKELL, aged 87, father of Fred Heiskell, publisher of the Little Rock (Ark.) Gazette, died recently. He was a Confederate veteran.

IRVIN SWITZLER, aged 75, one time editor and publisher of the Columbia (Mo.) Statesman, and for the past 28 years registrar of the University of Missouri, is dead.

HARRY R. GUEST, aged 38, Michigan advertising writer, and brother of Edgar A. Guest, Detroit Free Press poet, died at his summer home in Harrisville, Mich. Starting as a printer, he took up advertising and has been on the advertising staffs of several Detroit firms.

WILLIAM DAVID BRICKELL, aged 71, president and treasurer of the Iron Clay Brick Company and former owner of the Columbus (O.) Dispatch, died at his summer home near Columbus, Aug. 7.

GEORGE MCGUIGAN, aged 67, for 27 years a columnist on the Youngstown Vendicator, and formerly with the Kansas City Star, died Aug. 10.

CHARLES MILLS RUSSELL, aged 50, who in 1896-99 was Albany correspondent for the New York Sun and Tribune, died suddenly Aug. 11 after a short illness at his home in Pelham Manor, N. Y.

JOSEPH S. TINGEY, foreman in the mechanical department of the Salt Lake City Deseret News, is dead after a long illness. He had been connected with the printing department of the News 48 years. He was a bishop of the Mormon Church.

M. W. CUMMINGS, Superintendent of Public Schools of Olyphant, Pa., and father of John M. Cummings, political reporter of the Philadelphia Record, died Aug. 5 in the Lankenau Hospital, Philadelphia, following an operation.

GEORGE GATH, aged 72, former publisher of the Attica (N. Y.) News, died in the Buffalo General Hospital, after a long illness. He also had been associated with Buffalo and Lockport newspapers.

JOHN VOLZ, aged 87, father of Rev. John R. Volz, editor of the Catholic Bulletin of St. Paul, died at Faribault, Minn., Aug. 6.

CHARLES F. LATHAM, aged 57, advertising man, long with the International Correspondence Schools, died at Eastern Maine General Hospital in Bangor. He was a native of Indianapolis.

CAPT. CHARLES L. EDWARDS, for 20 years business manager of the Long Branch (N. J.) Daily Record and one time president of the old New Jersey Editorial Association, died Aug. 9. He was a former commodore of the South Shrewsberry Ice Boat and Yacht Club. His widow and son survive.

MRS. AMELIA GERE MASON, aged 92, essayist and magazine contributor, died Aug. 11 in the Virginia Hotel, Chicago.

LEON A. B. BARADET, formerly a compositor on the New York Herald for 20 years, died Aug. 12 at Flushing, L. I., after a long illness. His widow and son survive.

RANDALL PARRISH, aged 65, who before becoming a novelist was a newspaper man in Denver, Omaha and Sioux City, besides managing newspapers in Nebraska and Illinois, died Aug 8 at his home in Peoria, Ill.

THE SCOTT "MULTI-UNIT" Double Sextuple Triple Quadruple Press

Consisting of six units, four folders and three drives, is the greatest combination newspaper press built. It can be operated as three Quadruples, as Two Sextuples or as an Octuple collect.

Solid Printing Cylinders

are used on all Scott Multi-Unit and Straight-Unit Newspaper Presses and perfect printing is therefore obtained, when operating at the highest speeds.

IT HAS NO IDLE SECTIONS.

Patented and Manufactured by

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO 441 Monadnock Block

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Daily Mail

When an American manufacturer or distributor plans to market his product in England, his first step is to inaugurate a National Publicity Campaign through the medium of the

DAILY MAIL

Guaranteed Net Daily Sale Over One and Three-Quarter Million Copies.

Bought and read in Every Part of

England Ireland Scotland Wales

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DALY MAIL Offices 280, Broadway

Telephone: Worth 7072.

NEA NEA

Daily features don't cover the full scope of NEA Service.

SPECIAL SERVICES ON BIG NEWS EVENTS ARE INCLUDED WITH THE REGULAR SERVICE AND AT NO EXTRA CHARGE.

NEA SERVICE INC. 1200 W. 3RD STREET CLEVELAND, OHIO. NEA

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

The

NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in May-June, 1924.

By HERBERT C. RIDOUT

(*London Editor,* EDITOR & PUBLISHER)

Grief at Death of President—The members of the British delegation are deep in their expressions of grief at the passing of President Harding. His gracious presence and greeting at the reception at the White House on June 12 last was regarded by all as the crowning compliment to a wonderful trip and his hopes for the success of the British convention will be treasured by all who met him.

Special Convention Offices in London—I understand that the work of organizing the 1924 advertising convention in London is already assuming such proportions that it has been necessary to secure a special suite of offices to accommodate the staff and permit unimpeded handling of details. A location has been found on Southampton Row, I believe, off Kingsway, in the West Central district. Andrew Milne, organizing secretary, will be in charge.

Who Will Hold Back from London, 1924?—One of the things most freely commented upon among the delegates in London is the fact that at Atlantic City there was such a complete unanimity and harmony in the assorted ranks of the American advertising men. Our people here were vastly impressed with the "get-together" spirit, the sinking of differences, and the open-hearted generosity of the men of one State or one club to those of all others. There was an atmosphere of bigness and altruism that made the average Englishman gasp. These reflections arose from a doubt that is being expressed in some directions as to whether a few prominent men in advertising and publishing circles, who up to now have refrained from exhibiting any interest in the British convention, will actually carry that inactivity to the point of deliberate abstention next year. One distinguished member of the British party told me that he had gathered this feeling arose from jealousy attributable to the fact that the men in question did not accompany the delegation to America. These exceptions are few, of course, and they do not include any man who is known in the United States. Personally, I do not believe there is any man in this country associated with advertising or publishsing who can be small-minded enough to withhold his assistance, co-operation, and goodwill in the British convention. As it happens, I know quite well the individuals referred to, and from their records feel no hesitation in saying that once they are approached there will be no more willing helpers, no more courteous hosts, and no more eager participants in the welcome to America.

Next Year's Convention Date—Various people in this country have asked me when the date of the British convention next year is to be fixed. At the moment of writing nothing seems to have been definitely arranged, opinions ranging between the first week in June and the middle of July. Everybody here is anxious to see the matter decided quickly, so that forward plans may be made without delay. I understand that the executives are discussing the point, but that the actual dates are hardly likely to be announced until the British delegation meets in September.

Two British Delegates Still in U. S.—Two of the British delegates to Atlantic City still remain on your side, engaged on matters associated with their business. These are W. H. Dunkley and E. E. Futcher, the principal and works manager respectively of Dunkleys', Ltd., baby carriage manufacturers, of Birmingham.

Sir Robert Baird and Philadelphia—Sir Robert Baird prints in the Belfast Telegraph an interesting letter received while he was in Philadelphia with the British delegation as a guest of the Poor Richard Club. The writer was a Belfast man who had made good in Philadelphia and the letter, which occupies a whole column in the Belfast Telegraph, told of some interesting associations with Belfast, advertising, and the Wanamaker store at which the delegates were entertained to luncheon. The writer was John McClure, and the letter says:

"I came here from Belfast some 35 years ago, and received most of my worth-while knowledge through reading your newspaper in the country. For a while I lived in Belfast and day after day I stood outside your place, sniffing the fragrance of printing ink and wondering at the mysteries held in its depths. Probably it is not strange that I should now be superintendent of Wanamaker's printing department in Philadelphia."

Advertising Man's "Consolation" Visit—Samson Clark, of the Samson Clark Advertising Service, London, tells me that he has persuaded his co-director, J. G. P. Hunt, to make a trip to the States, and he left London today (Aug. 3). Mr. Hunt was included right up to the last moment in the British delegation in June last, but business affairs prevented his sailing. Mr. Clark says he was so impressed with what he saw and learned that he determined to get Mr. Hunt to make this trip as a sort of "consolation visit," and has planned for him to tour New York, New Haven, Providence, Philadelphia, Baltimore, Washington, Pittsburg, Dayton, Chicago, Cincinnati, Detroit, Buffalo, Toronto, Montreal and Quebec.

Meredith Appointment Pleases.—Every satisfaction is expressed in England that President Holland should have selected E. T. Meredith to be chairman of the On-to-London Committee of the A. A. C. W. on your side for the promotion of attendance at the 1924 Convention in London. The name of E. T. Meredith is associated among Britishers with the fine work he accomplished in spreading our gospel between the Milwaukee and Atlantic City conventions, and to know that we have again the active co-operation of so sympathetic and practical a helper is to all of us in England an assurance that nothing will be left undone to ensure a big party for London, 1924.

And the members of the British delegation who met Mr. Meredith during their recent visit are more than delighted to learn of this appointment. I understand that other members of the committee are under consideration, and that one such prospective member may be expected in London by the time these lines are in print.

Wilkes-Barre Paper Expands

The Wilkes-Barre (Pa.) Times-Leader has acquired the property of the Grand Opera House in the rear of its present building, which it will make over to house a new Hoe superspeed octuple press, with equipment to correspond. The management plans to convert what is now the stage proper of the theatre into a first-class mechanical plant.

DeLeon, Tex., Plant Burned

Fire destroyed the plant of the De Leon (Tex.) Free Press Company. A typesetting machine, presses, and other equipment were destroyed, entailing a loss of $8,000, with insurance of $4,000.

Few Papers — (If any) — surpass the

TRENTON NEW JERSEY **TIMES**

AS

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A.B.C.

KELLY-SMITH CO.

Marlborough Bldg. New York Lytton Bldg. Chicago

EFFECTIVE AUGUST 1ST

THE INDIANAPOLIS NEWS

WILL PROVE INSERTION OF NATIONAL ADVERTISING BY THE PUBLISHER'S DIRECT CHECKING SERVICE PLAN

Publisher's Direct Checking Service is new, different, and is designed to meet the requirements of the publisher, the national advertiser and the advertising agency.

Plan sold on a money-back guarantee of satisfaction. Send one dollar for details with complete instructions, suggestions, etc. When plan is retained and installed, send balance.

Solve your proof problems efficiently and economically.

$5

PUBLISHER'S DIRECT CHECKING SERVICE

O. W. COOK, MANAGER

Dannemora, New York

"In Boston It's the Post"

Circulation Averages for 1922

BOSTON DAILY POST

396,902

Copies Per Day

BOSTON SUNDAY POST

401,643

Copies Per Sunday

First in Local, General and Total Display Advertising

MILWAUKEE

is the ideal try-out market. Representative in size — not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—

The Milwaukee JOURNAL FIRST - by Merit

EDITORIAL

WHAT IS A NEWSPAPER WORTH?

IT happens seldom in a generation that the price paid for a newspaper property is considered news by press associations and daily papers. Probably that is well for the peace of mind of daily newspaper proprietors, who have been considerably excited by reports that President Harding received over $423,000 of the $500,000 that his Marion Star brought in its recent sale. The price is regarded as a record for a newspaper which had less than 11,000 circulation, and is notably greater than any reported for properties of similar size.

Remarkable also is the fact that reliable information is more and more being divulged regarding prices paid for newspapers. No secret was made of the fact that the Pittsburgh Press, with over 150,000 daily and well over 200,000 Sunday circulation, cost its new owners more than $6,000,000. Well authenticated in the trade also are the quoted prices paid by former Governor James M. Cox of $350,000 for the Miami (Fla.) Metropolis, and of $425,000 for the Canton (Ohio) News. The Miami newspaper had over 9,000 circulation, the Canton property about 20,000, when Mr. Cox assumed ownership.

This week the Vancouver (B. C.) Daily Province passed to the Southam interests, who are said to have paid $1,000,000 for control. Its advertising volume for the first half of this year was over 7,500,000 agate lines. Its advertising rate was .025 flat, which would indicate a gross advertising revenue for the year of almost $350,000 for the year. Its circulation revenue for 61,200 readers daily would gross somewhat less than $700,000 a year, making a total gross income of almost $1,000,000 annually, or approximately the amount reported paid for control. What its plant and other physical assets would appraise is not known beyond the circle of buyers and sellers, but it is probable that the total would not be far from the value of the stock outside of the controlling interest purchased.

President Harding was quoted as stating that his Marion Star netted an annual profit of $30,000 in recent years. Assuming that amount as 10 per cent of the good will value, the latter could be set at $300,000, which, with the replacement value of the plant, plus the real estate and the excess of bills receivable over bills payable, might not be far from the total reported in the newspapers. Mr. Harding's profit of $30,000 a year, it may be assumed, was not due to swollen advertising columns, but to the careful management given by himself and his lieutenants, trained like himself in the school of journalism where wasted pennies mean missed paydays.

The Star was, and is, a good local newspaper. As EDITOR & PUBLISHER stated immediately after the President's death, it is one of the best of the 500 or more of its class, the backbone of the American press, but it wasn't brought to that fame by spending local money for expensive news service and machine-made features. It was bought by Mr. Harding with $300 of borrowed money, two partners putting in similar amounts. That was 40 years ago, when the Star was a town joke.

Almost 40 years of back-breaking, spirit-wearing labor went into the building of the paper from a $900 wreck to a $500,000 success. Probably only in the last decade had the revenues been in accordance with the effort expended to produce them, and it must have been a satisfaction to Mr. Harding to have received recognition of his labors in the last weeks of his life.

One factor which no doubt helped to make the Star's price a record-breaker was that its advertising rate—56 cents an inch—was commensurate with its worth, by present standards. It was too low, and will be so considered 10 years from now, but it is higher than that of many papers of its class.

While Warren Harding didn't live to enjoy the leisure that years of labor won for him, he left behind a strong property and a formula for his fellows. He made a good local newspaper, largely from the personal sweat of his brow and those of his devoted associates, and he sold what he had to sell—printed copies and space therein—at a price which would permit not only existence but growth and construction. Politics and prestige may have entered into the consideration which he received at the end, but it is not probable.

The good will that is being bought for large sums by shrewd present-day newspaper buyers is the kind that is measured by paid circulation and advertising revenues—only.

THE LORD'S PRAYER.

Section 11.—Matthew 6:9-15.

9 After this manner therefore pray ye: Our Father which art in heaven. Hallowed be thy name.

10 Thy kingdom come. Thy will be done in earth, as it is in heaven.

11 Give us this day our daily bread.

12 And forgive us our debts, as we forgive our debtors.

13 And lead us not into temptation, but deliver us from evil: For thine is the kingdom, and the power, and the glory, for ever. Amen.

14 For if ye forgive men their trespasses, your heavenly Father will also forgive you:

15 But if ye forgive not men their trespasses, neither will your Father forgive your trespasses.

WHAT ARE YOU DOING FOR FORESTRY?

"TREES to Tribunes" is the title of an interesting book on the making of one of the great newspapers of the world.

It is of economic value because the subject of "trees and newspapers" is seldom combined in a manner that gives every opportunity to study the importance of one to the other.

"Trees and newspapers" is the biggest problem before the publishing world today.

Canada half threatens a pulpwood embargo to protect her forests. Every publishing interest in the United States has protested against its enactment, but only a few days ago Col. Henry Solon Graves, overseer of the Yale Forest School, speaking in Montreal, issued a warning that the United States was cutting her forests five times faster than the timber was growing.

The Ford Motor Company's salvaging department is today giving most of its attention to the saving of lumber as a contribution to timber conservation.

All New England States are again turning to forestry as a means to natural wealth.

Out in California a real war is being waged to save the famous redwoods.

Only a few months ago the late John Wanamaker pronounced present newspaper methods economically unsound when he told Gordon H. Cilley, his advertising manager, that advertising rates were too low by one-half and that much space was being wasted by the use of large type face that carried a meaningless message.

Every one of these questions is related and all are vital.

The newsprint problems of the newspapers of the United States are not going to be solved by protests against a threatened embargo by Canada or any other nation that still has great reserves of virgin forest.

The timber wealth of the United States has been laid waste and the wasting continues. One of the biggest educational questions before the newspapers of America today is:

"What are you doing for forestry?"

IF IT PLEASE YOUR HONOR—

WHY is there a First Amendment to the Constitution of the United States?

Even Federal judges do not read it and, even if they do, have no conception of its relation to free speech and a free press, if we are to base our opinion on the decision of Judge Claude Z. Luse as rendered in Superior, Wis., last week.

Editors of every plane and reporters have been struggling for years with the problem of "What is news?"

There have been times when they seemed to have "guessed close," but at no time has it been better than, "What the public wants."

Judge Luse has changed this for the newspapers of his district and particularly the Superior Evening Telegram by defining news and the limits of the freedom of speech under the Constitution as something that is given for record in his court.

Having reached the ripe age of forty-three years, during which period he has gathered knowledge that has been enhanced by two trying years on the Federal bench, Judge Luse has reached that point in life where his opinion of things that are fit should be accepted. But in this case we can't.

It seems that John D. Mueller, reporter for the Superior Telegram, was audacious and in contempt to the extent of interviewing the District Attorney and Post Office Inspectors interested in the prosecution of the head of a couple of defunct banks whose trial was pending.

Judge Luse, with a life job on the Federal bench ahead of him, seems to have gone far afield, when he announced that all published stories or interviews relating to the case on trial would make the writer liable to contempt proceedings.

Attorney Hal S. Corbett, of New York, representing Victor H. Arnold, the defendant, agreed with Judge Luse and stated with eloquence that "in the great metropolis of New York it is impossible to try a case because of these audacious reporters."

Judicially speaking, contempt for the Constitution of the United States seems to be becoming more common.

REPORTING AGAIN

PROPAGANDA is becoming a rather careworn subject for those who enter debates on the subject of, "what is news."

Will Irwin, writing in Collier's Weekly, however, is adding something new to the subject as it affects our life today. His argument deserves the consideration of every man and woman who is either practicing to achieve or considering a continued career in journalism.

Will Irwin is a good reporter and what he has to say on the work of other reporters cannot be passed over lightly.

While crediting Germany with the best-organized and equipped propaganda organization in the history of the world, he nevertheless points out that the directing heads in charge were graduates of modern journalism as it is practiced in the United States. We believe he proves his point that propaganda is a failure unless it is based on facts that have a news value and judged from the wider influence of acceptable truth.

Mr. Irwin reaches two conclusions that are self-evident to every person engaged in modern journalism—namely, the influence of the professional and selfish propagandist has reached low-tide and the American reporter of honesty and sincerity has reached a higher plane than at any other time in the history of his profession.

IF there was ever any doubt about the success of the "On to Britain" movement the action of Philadelphia and Houston in planning special ships to carry delegates from those cities should remove it. Only a few months ago the A. A. C. W. slogan was "On To London." The change merely indicates the broadening influence of this coming Congress of the business of the world.

PERSONAL

BUR D. NESBIT, vice-presi-ent of the William H. Rankin ecently was unanimously elected nt, for the 15th time, of the Forty f Chicago. The club, said to be lest social organization of the kind cago, was organized 33 years ago. ler to be eligible to membership ist excel in business, art, literature, ising or music.

Armstrong, editor of the Olean .) Evening Times, has been ap-l executive secretary of the Cat-us County Tuberculosis and Public Association.

. Finnegan, owner of the Buffalo ercial, has returned after a ean tour. He was accompanied by Finnegan.

L. Sturtevant, publisher of the u (Wis.) Record-Herald, won the ent's cup at the Wausau Country There were 32 entries.

term of Carlos Avery, for 15 years Fish and Game Commissioner of sota, has expired and he will re-the management of his paper, the inson Leader.

Fink, advertising manager of New York World, has been d of his appointment as a vice-ent of the Association of News-Advertising Executives, the news-department of the A. A. C. of W. ill be in charge of activities of the ation in New York state. Fink een connected with newspaper ad-ing all his life. He formerly was tising manager of the New York d and the New York Evening Mail.

l Greer, who has been in charge of litorial page on the Omaha Bee, has nade managing editor.

N THE EDITORIAL ROOMS

ARLES S. ZACK, for several years onnected with the city desk of the dence (R. I.) News, has resigned to e managing editor of the New Lon-(Conn.) Day. He was formerly he Waterbury Republican, Hartford nt, Springfield Republican and ke Transcript.

jamin Walsh, of the New York ng Journal copy desk, has moved e, N. Y.

rles Wolff, of the rewrite desk of New York Evening Journal, who ly recovered from an eye infection, v beset with a series of boils. For rt he has been re-reading the Book b.

and Mrs. R. A. Maynard, both r writers on the editorial staff of Rocky Mountain News and Denver s, were recent Denver visitors. Mr. ard now has charge of the editorial of the School of Journalism con-d by the Manual Arts High School, Angeles.

N. Blythe and wife of Hood River, recently celebrated their golden ing anniversary. Mr. Blythe is a er newspaper man, having been an day editor of the Hood River er and before that on newspapers e Middle West. His son, E. N. e, is Northwest editor of the on Journal.

Albert Hawken, editor of the rstown (Md.) Daily Mail, has re-d to his desk after a vacation.

l E. Smith, formerly of the Detroit Press and Philadelphia Public er, has left the Brooklyn desk of New York Evening Journal to join Brooklyn Eagle editorial staff as al swing man.

o Dosch-Fleurot, European cor-ndent of the New York World, Mrs. Dosch, is visiting his parents rtland, Ore.

H. J. Waters, editor of the ly Kansas City Star, declined a 00 offer of the presidency of Okla-Agricultural Mechanical College.

Bill Moon has resigned as financial editor of the St. Paul Daily News and may return to Peoria, Ill., where he was formerly city editor of the Transcript.

George C. Dworshak, until recently managing editor of the Minnesota Daily, student publication of the University of Minnesota, is doing general assignments for the St. Paul Daily News.

Floyd Gibbons, director of the Chicago Tribune Foreign News Service; Lawrence Hills, European director of the New York Herald, and Edith Wharton, the novelist, were honored by the French government Aug. 8 with promotions in the Legion of Honor.

James Fort Forsyth of the Forsyth News Service, North Muskegon, Mich., is attending the military training camp at Camp Custer during August. He is acting as reporter from Company O on the C. M. T. C. Review, the daily newspaper being put out under direction of Lieut. I. L. ReVeal of the Danville (Ill.) Commercial-News.

Frank Spalding Kelley, formerly of the Philadelphia North American and until recently assistant city editor of the Brooklyn Times, is now with the New York American. Mr. Kelley also writes fiction and his short stories have appeared in several popular magazines.

C. W. Green, editor of the Brookfield (Mo.) Argus, who has been seriously ill, is improving and expects to be back on the job soon. His daughter, Miss Francis L. Green, managed the paper during the long illness of her father.

W. B. Galewood, rewrite desk, New York Evening Journal, has returned from his vacation.

David M. Bramble has resigned from the Battle Creek News-Enquirer, and will enter the University of Michigan in September.

Jack Reid, veteran sporting editor of the Springfield (O.) Daily News, has returned to his desk after an attack of influenza.

Franklin S. Noatman, "the bard of North Java," contributor to a score of western New York newspapers, observed his 65th birthday recently. His style of writing news in rhyme has caused him to be known, at least by reputation, throughout the upper half of New York state.

S. A. Booth, New York artist, is in charge of the art department of the Syracuse Hearst papers during the vacation period.

Jack Masters, formerly of the New York Tribune, has joined the editorial staff of the New York Daily News.

Herbert McCory has left Underwood & Underwood and joined the camera staff of the New York Daily News.

Mr. and Mrs. Frank S. Rospaw, who recently sold the Montezuma (Kan.) Press, have decided to locate in California. After selling the Press, they assisted with the Hugoton (Kan.) Hermes for several weeks.

Mabel Carlyle McCammon, former newspaper woman of Omaha, is now editor and general manager of the North Kansas City News.

Col. Robert M. White, veteran editor of the Mexico (Mo.) Ledger, was seriously injured in a fall at his home recently.

HOLDING NEW POSTS

RAY HELGESEN, dramatic department New York American, from copy desk.

Charles Williams, copy desk, New York Tribune.

Hugh Kent, copy desk, New York American.

Chester Rowlett, copy desk, New York American.

Forrest Seymour, reporter Des Moines Evening Tribune.

Kenneth R. Hammaker, reporter, Helena (Mont.) Record-Herald.

Neil Ryan, copyreader Chicago Daily News.

Quinn Beasley, reporter Chicago Herald-Examiner.

FOLKS WORTH KNOWING

THE NEW YORK EVENING POST announces the appointment of Harry Brown as advertising manager, succeeding Porter Caruthers, resigned, Mr. Brown has been connected with the Evening Post continually since 1907, except for service in the War. He has covered practically every classification of New York newspaper advertising.

HARRY BROWN

Upon his return from the war, he took charge of the automobile advertising of the Evening Post. A year ago, he was appointed national advertising manager. In this position he maintained the newspaper's old lineage and added a 20 per cent gain, while still holding the Evening Post's automobile position of fifth among all New York newspapers. It is interesting to note that he is the third man to be promoted from the automobile department to be advertising manager of a New York newspaper. In recent years, Chester Fox, automobile manager of the Herald and Sun, has become advertising manager of the American; and William Severn, automobile manager of the Globe, has become advertising manager of the Herald.

Lucy Dupee, society department Chicago Herald-Examiner.

J. Carey, sporting department Chicago Herald-Examiner.

Raymond W. Stanger, manager of the Intelligencer Printing Company, Lancaster, Pa., formerly with De Vinne Press, New York.

J. L. Berglund, classified advertising manager Cincinnati Post, from Atlantic City (N. J.) Press-Union.

C. A. McLaughlin, advertising department Cincinnati Post, from Evansville (Ind.) Courier.

A. R. Fergusson, advertising manager of Success, from New York Tribune.

IN THE BUSINESS OFFICE

BASIL BREWER, general manager of the Omaha Bee, has announced the following promotions:

W. D. Israel, former advertising manager, has been appointed assistant to the general manager.

James A. Austin, former service department head, has been made advertising manager.

Thomas G. Devaney, former member of the advertising staff, succeeds Austin as head of the service department.

George E. McCreary of the Yonkers Herald has been appointed manager of the classified department.

Howard Fenton, former classified manager, has left for Kansas City.

W. L. Matteson of the Lincoln Star has a regular run on auto row for the classified department.

A. H. Marchant, advertising director of the Boston Post, is spending his vacation with friends at Woodstock, Vt., and will also spend a week or so in a trip around the Moosehead lake region of Maine.

George Kinder, one of the publishers of the Rockford (O.) Press, has recently taken over the management of the Ohio City (O.) Progress, owned by George Foor.

J. H. Reilly, advertising manager of the Minneapolis News at the time that newspaper ceased publication June 27, was operated on for ulcer of the stomach at Mercy Hospital, Chicago, Aug. 10. He was for many years engaged in newspaper work on Chicago dailies and was later advertising manager of the Seattle Post-Intelligencer and business manager of the Butte (Mont.) Anaconda Standard.

Mervale Rose of Dodge City, Kans., has joined the advertising staff of the Hutchinson (Kans.) Morning Gazette.

Len Davis, foreign advertising manager, and Bryan Lemon, operator, of the Mayfield (Ky.) Messenger, served as election officers in two of the local precincts Aug. 4.

Will F. Wilkerson, owner of the Spring Hill (Kans.) New Era, who has been connected with the Kansas Industrial Relations Court, has resigned and resumed active management of the New Era.

Benjamin F. Lawrence, general manager of the Indianapolis Star, has been visiting in Portland, Ore., where he began his newspaper career, and in Coquille, Ore., where his parents reside.

Miss Thelma Gruber is a new employee of the business department of the Hagerstown (Md.) Herald-Mail.

L. C. Wright of Walla Walla has taken over the management of the Dufur (Ore.) Dispatch.

MARRIED

JOHN A. CHAPMAN, New York Daily News camera man, and son of Arthur Chapman, author of "Out

The thousands of letters received from newspaper readers by The Haskin Information Service give a remarkable index of the trend of American thought.

Where the West Begins," to Miss Georgia Anderson of Denver, in Denver, July 31.

Gilbert E. Blackford of the Syracuse Hearst papers to Miss Grace E. O'Connell of Utica, Aug. 13. They will live in Seneca Falls from where Blackford will take care of Seneca County news.

Roger Martin, new owner of the Potter (Kan.) Kansan, and former mail carrier, to Miss Lillian Pope.

Miss Anne Claire Crouley, for the past year a member of the editorial staff of the Honolulu Star-Bulletin, and a graduate of the University of Washington School of Journalism in 1920, to Lieut. John Ernest Dingwell, U. S. N., of Boston, at Seattle June 27. They will make their home in the East.

Joseph A. McOwen, member of the firm of Geo. A. McDevitt Advertising Company and in charge of that agency's Chicago office, engaged to Miss Josephine V. Corcoran of Dorchester, Mass.

Howard V. Millard, sports editor of the Decatur (Ill.) Review, to Miss Thelma Brannan at Decatur Aug. 6. They are on a two weeks' motor trip to Lake Okoboji, Iowa.

Carl Stephens, editor of the Illinois Alumni News and secretary of the Illinois Alumni Association, Champaign, to Miss Ruth Signor at Champaign Aug. 5.

AMONG THE ADVERTISERS

CHARLES AUSTIN HIRSCHBERG, Inc., and Lucius I. Wightman, New York industrial advertising agencies, have been merged under the name of Wightman-Hicks, Inc., with offices at 50 Union Square, New York. Lucius I. Wightman is president, H. L. Hicks vice-president and treasurer, and E. M. Hoburg, secretary.

Eugene Randles, of the Randles Advertising Agency, Hutchinson, Kan., is again publicity director for the Hutchinson State Fair, Sept. 15-21.

H. K. McCann Co. has moved its Denver offices from the Continental Oil Company building to the new Patterson building.

Leon H. A. Weaver has been appointed publicity manager of the Superheater Company, 17 East 42nd street, New York, succeeding Raymond A. Holme, resigned. Weaver was formerly account executive for the George H. Gibson Company, New York.

James L. Smith is now advertising manager of the Chicago Paper Company, Polk and Wells streets. He formerly conducted a service agency in Chicago.

NEWS SERVICES AND SYNDICATES

HUGH BAILLIE, general news manager of the United Press Associations, who was in charge of the temporary United Press Bureau in the Willard Hotel, Washington, D. C., covering news from President Coolidge, is returning to New York.

Leon Rowland, of the Associated Press in San Francisco, is the father of a baby daughter.

Dale Van Every, formerly manager of the United Press Bureau at Harrisburg and more recently in the New York office, has been transferred to the Washington (D. C.) Bureau.

Don Hinga has been appointed to take the place of M. V. Depew as manager of the Houston Bureau of the United Press.

Lawrence Martin, U. P. staff correspondent, who accompanied the late President Harding on his Alaskan trip, has been granted two weeks' leave of absence. He will return to the Washington Bureau.

Miles W. Vaughn, United Press representative in Brazil, has returned to this country, and is at present taking charge of the cable desk in the New York office.

SEEING THE WORLD

TIP O'NEILL, managing editor of the Wausau (Wis.) Record-Herald with Mrs. O'Neill, two daughters and their uncle, J. S. McQueen, recently enjoyed a tour along the Lake Michigan route.

Charles A. Stuart, State editor of the Syracuse Herald, has returned from a three weeks' vacation.

Fred W. Leu of Toledo, editor of the Scripps Farm Bureau, passed through Montreal Aug. 13 in the course of a tour of Quebec Province. He said he had obtained in Canada a great deal of useful material. He intends visiting a number of communities in Ontario.

Alfred M. Green, assistant city editor of the Syracuse Post-Standard is in Hartford, his home town, on a vacation.

L. R. Blanchard, news editor of the Syracuse Journal, is golfing for two weeks.

Martin La Chance, assistant sporting editor, has returned from two weeks spent at Troy.

William F. Hubbard, editor of the Hugston (Kan.) Hermes, and his family have returned from a five weeks' trip by automobile through Oklahoma and Arkansas and thence up through Missouri and Nebraska to Yankton, S. D., and home.

Jay D. Ludden, feature writer for the St. Paul Sunday Pioneer Press, is taking his vacation camping on the St. Croix River, Wisconsin.

C. L. Barnard of the Tampa (Fla.) Tribune visited with his wife's parents, Col. and Mrs. Bruce Griffith, at Wichita. He told of being given a roll of money by the editor of the Tribune and told to go to the Island of Bimini and get a story from a rum running ship. He did.

Ewing Herbert, editor-manager of the Brown County (Kan.) World at Hiawatha, with his family is visiting in California.

William C. Russel, one-time city editor and now editorial writer on the Philadelphia Record, has left for a two months' trip to Europe.

Herman L. Dieck, dramatic critic of the Philadelphia Record, has returned from a three weeks' cruise to Havana, Panama Canal Zone and Costa Rica.

Miss Marie Gibbs, of the editorial staff of the Philadelphia Record, is now in Dublin on a visit. She will return the end of September.

Asa F. Converse, editor and publisher of the Wellsville (Kan.) Globe, with his family is on a vacation tour of Colorado and Wyoming.

Louis C. Larson of the Sioux City Tribune is spending his week's vacation in Chicago.

George W. Mason, sports editor of the Philadelphia Record, is spending his vacation at Portland, Me., his boyhood home.

M. F. Ferguson, assistant managing editor of the Philadelphia Record, recently returned from a year's vacation, which he spent motoring with his family all over the United States and on a trip to Hawaii. Aside from the time spent on the ship, going to and coming from Hawaii, he slept under a roof only about five nights during the entire year. The rest of the time the whole family camped out.

John Bentley, former reporter on the Hutchinson (Kan.) Gazette, and now on the staff of the Lincoln (Neb.) State Journal, spent his vacation visiting his parents at Hutchinson.

A. Vaughn Weidel, Jr., night commercial reporter for the Sioux City Tribune, is spending his annual vacation at Minneapolis, and other Northern points.

Among members of the New York Times staff now in Europe are Edward A. Bradford, editorial writer, Joseph Tebeau, telegraph editor, Herman J. Mankewicz, of the dramatic department, and Dr. John H. Finley, associate editor.

George S. Kaufman, of the dramatic department of the New York Times, who is partly responsible for the plays, "Merton of the Movies," "Helen of Troy, New York," and "To the Ladies," has returned from a leave of absence spent largely in London.

A. B. Bennett of the New York Times proofroom recently returned from a visit to Bermuda.

John O'Hara Cosgrave of the New York World has returned from France.

Le Monte Waldron, dean of the copy desk of the New York Evening Journal has returned from a vacation at Saratoga Springs.

C. St. Laurence Mallory, copy desk, New York Evening Journal, is spending his vacation in the Catskill Mountains.

Alfred Williams, assistant city editor, New York Evening Journal, has returned from a motor trip to New England.

G. Hurst Paul, editor Glen Cove (L. I.) Record, is visiting in Maryland.

Miss Sadie Weisburger, mail department New York American, has returned from a vacation.

DAYS OF SPORT

NEWSPAPER PUBLISHERS, editors, reporters and advertising men of Boston were hosts to 100 disabled ex-service men on an all-day outing held at Plymouth, Mass., Aug. 11. The arrangements were in charge of members of Grosscup Pishon Post, American Legion, composed of war veterans actively engaged in newspaper and advertising work in Boston. The program i a clambake, program of sports, bathing, tennis and golf, with pr band accompanied the party. Co ing in the outing were the As Advertising Clubs, Pilgrim P Association, American Associat Advertising Agents, Lantern Club papers' Representatives of Women's Advertising League, V Press Club, Boston Newspape lishers' Association, Artists' a signers' League of New England, Chapter, Red Cross, Boston Traveler, Post, Globe, American, tiser, Transcript, Telegram and C Science Monitor.

The Women's Advertising C Portland, Ore., which has a mem of 65, motored to Oswego Lake for a picnic. The outing was a de one, with a supper, bonfire, and for the handsomest husband and handsomest unattached man.

ON THE MECHANICAL S

SCORING AN 11-0 VICTOR Chicago Aug. 10, Washingt the final game and championship 1923 tournament of the Inter Typographical Union's Baseball The game was played at th Grounds, New York. Fourteen competed in the 13th annual series staged by the printers. W ton now secures the first leg trophy donated to the league by Herrmann, president of the C Reds. The semi-final game pl the morning of the same day res a 9 to 0 win for Chicago over S In the other semi-final, Was

FRALICK & BATES Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES

New York.....154 Nassau St.
Chicago.....605 N. Michigan Ave.
Atlanta.....Candler Annex
Los Angeles.....Security Building

Help Churches To See Light

Many pastors and members of offici boards of churches do not understand n appreciate the cooperation which is bein given the churches by the newspapers. T Associated Advertising Clubs of the Worl has launched a nation wide movement bring about a better understanding betwee the churches and the newspapers and greater appreciation on the part of church of the need for church advertising. The r ligious publications are being asked to dona space for the purpose of selling newspap advertising to the pastors and official board

All churches have not yet been sold o newspaper advertising. Your continued c operation is needed. Churches will event ally advertise when they are brought to a fu realization of what newspaper advertisin can accomplish.

CHURCH ADVERTISING DEPARTMEN
A. A. C. W.

Join the Pioneers in this Work. Editor & Publisher Donates this Space.

eliminated Hamilton, Ontario, 12

ur C. Hewitt, formerly manager Hagerstown (Md.) Herald-Mail g department, has resigned and o Washington where he will open broadcasting shop.

k Ostot, foreman of the stereotyp- partment of the Springfield (O.) News, has returned from an ex- vacation trip in the East.

mpaign, Ill., printing plants, which ears ago declared for an open shop, been won back to the closed shop nent, as result of conferences with ion represented by L. O. German.

uyler W. Gillespie, publisher of the ord (Conn.) Advocate, has been l president of the Bridgeport Dis- Typothetæ. A. L. Christie, pro- r of the Birdseye Press, in Bridge- s the new vice-president, and James y, of Warner Bros., Bridgeport, is rer.

es P. Neilan, for 35 years foreman New London (Conn.) Day's com- room, and with a total service of rs with that paper, has been retired pension. Walter C. Crighton, head for eight years, succeeds him.

i A. Clark, president of the James- N. Y., Typographical Union and of the Labor Bulletin, is a candi- for the Republican nomination for blyman.

urice H. Hallett, for nine years in e of linotypes in the university press sing room of the journalism de- ent at Ohio State University, ly resigned to take charge of the pe equipment on the Athens (O.) enger.

n J. Dolan, foreman of the job sing room of the Boston city print- department, and formerly on the n Herald, recently retired after 25 service. He was presented with a of gold and a silk umbrella by a ittee from the printing department, half of the employes.

WITH THE SPECIALS

EDMUND SCHEERER, pub- lishers' representative, moved 13 to new offices at 360 North igan avenue, Chicago.

yne, Burns & Smith, Inc., moved 15 to the Park-Lexington Build- 247 Park avenue, New York.

ASSOCIATIONS

ing to the funeral of the late dent Harding on Friday, Aug. 10, Iowa Press Association postponed Southwestern Iowa District news- conference at Burlington until time in September.

e Abe Lincoln Advertising Club of gfield, Ill., has the following offi- president, C. C. Callihan, Illinois Journal; vice-president, C. W. ls; secretary, Morris Myers; treas- W. J. Horn; directors, S. A. er, S. P. Wright.

ese committee chairman have been inted by the Buffalo League of rtising Women: publicity, Ruth heiser; entertainment, Gertrude bel; program, Sophie Alexander; hasing, Ruth Scully; membership, l Hyke; reception, Anne Wild; rds, Ursula Hanrahan; auditing, erine Lynch.

e Press Club of Chicago will have g housewarming early in September s spacious new rooms at 168 West ms street. The Press Club was erly in the Ashland Block.

e Advertising Council of the Asso- on of Commerce of Chicago is com- ng the weekly program which it s each week during the Fall and ter.

SCHOOLS OF JOURNALISM

HN R. FLEMING, city editor of the Springfield (Mass.) Union, has pted the post of assistant editor of nsion service publications at the Col- of Agriculture of Ohio State University, Columbus, and will begin his duties Oct. 1. Russell Lord, now extension service news editor, will give half his time to teaching agricultural and industrial journalism in the Department of Journalism. This increases the personnel of the Department of Journalism to four. The others are J. S. Myers, for many years editor of the Pittsburgh Post and Sun, head of the department; Osman C. Hooper, editorial writer and literary editor of the Columbus Dispatch; and Lester Getzloe, recently with the Chicago office of the Associated Press.

Ivan Dawson, of Minneapolis, has been secured as instructor in the Department of Journalism, University of Missouri, to take the place of Clark H. Galloway, who recently resigned to join the staff of a Colorado paper.

M. L. Spencer, director of the University of Washington School of Journalism, accompanied by Mrs. Spencer, returned to Seattle July 31 from a three weeks trip to Alaska.

Oregon Agricultural College has just announced awards in its annual contest in industrial news writing. First prize was won by John Kent, of Corvallis, and second prize by Robert E. Summers, of Portland. Honorable mention goes to C. B. Winne of Ashland, Walter A. Barnes of Summit, and Lawrence E. Rush of Tulare, Cal.

Donald Woodward of Portland, sophomore in the School of Journalism, has been appointed managing editor of the Oregon Daily Emerald, campus publication of the State University of Oregon, for 1923-24. Cash prizes for work on the Emerald during the past year have been awarded as follows: Marian Lowry, Walker, $20; George Belknap, Moro, $7.50; Theodore Janes, Pendleton, $10; Taylor Huston, Burns, $10; Genevieve Jewell, Eugene, $5; Earle Voorhies, Grants Pass, $5; Mone Byers, Portland, $2.50.

The Daily Illini, the University of Illinois student newspaper, will be published next season from the Illinois Union building. The Illini will suspend publication for a few weeks at the end of the present Summer session to give opportunity to transfer equipment.

Edwin V. O'Neel, of Dupont, Ind., a senior at DePauw University, Greencastle, has been elected editor-in-chief of the DePauw, semi-weekly college publication.

Ernest Greenwalt and Paul Harwood, students in the course in journalism at the University of Nevada, are on the editorial staff of the Nevada State Journal, Reno, for the Summer.

Chris Sheerin, a student in journalism at the University of Nevada, is reporter for the Tonapah (Nev.) Bonanza during the Summer.

Miss Mary Smith, an instructor in journalism at the University of Kansas, has resigned.

SPECIAL EDITIONS

CHARLESTON (S. C.) AMERICAN, Buy-in-Charleston edition, July 29.

Bartlesville (Okla.) Morning Examiner, 32-page tabloid section on fine paper, July 29, in commemoration of town's 20th anniversary.

Miami (Fla.) News-Metropolis, special number July 28 for city's 27th anniversary.

Bismarck (N. D.) Tribune, Golden Jubilee Edition on good quality paper, July 11.

Mt. Carmel (Ill.) Daily Republican-Register, 48-page Oil and Progress Edition, July 16.

Atlanta Journal, B. P. O. E. Edition, July 8, 110 pages.

Washington Court House (O.) Record Republican, 42-page special Farm Bureau edition, July 31, in connection with a campaign for new members in Fayette County.

For National Advertisers

Statistics Show and Practice Proves You Can't Get On Without

ILLINOIS

Illinois is easily the most important manufacturing state west of the Alleghanies. Three factors have contributed largely to this: abundant raw materials, cheap coal and adequate transportation facilities, both by rail and by water.

Within the state are 12,188 miles of railroad besides 3,724 miles of electric railway. Unexploited waterways provide another great asset to Illinois. The Mississippi, the Ohio and Illinois rivers and the incomparable canal system alone are sufficient to demonstrate that fact.

The mineral center of the United States lies within the boundries of Illinois. The state ranks fourth among all states for mineral output, the productive coal fields having an area of about 36,800 square miles.

Because of the fertility of its soil, Illinois has ranked, for many years, as one of the leaders in the value of its agricultural properties. However the industrial interests of Illinois far exceed the agricultural. The latest figures give the state $864,000,000 value of all crops and $3,250,000,000 value of manufactured products.

SEE THAT THIS GREAT STATE IS PUT ON YOUR ADVERTISING LIST AND KEPT THERE

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News .....(E)	15,773	.055	.055
Bloomington Pantagraph.....(M)	17,841	.05	.05
†Chicago Herald-Examiner.....(M)	340,591	.55	.55
†Chicago Herald-Examiner.....(S)	879,471	1.00	1.00
Chicago Daily Journal.....(E)	117,483	.26	.24
†Chicago Tribune .....(M)	537,134	.80	.80
†Chicago Tribune .....(S)	884,706	1.15	1.15
*La Salle Tribune.....(E)	2,948	.02	.02
*Moline Dispatch .....(E)	9,559	.04	.04
†Peoria Journal-Transcript..(M&E)	32,648	.10	.09
Peoria Star .....(E)	24,580	.075	.06
†Rock Island Argus .....(E)	10,994	.04	.04
*Sterling Gazette .....(E)	5,530	.03	.03

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

FRANCE IS ALL EXCITED AT PRESS CONTEST

Le Petit Parisien Uses Entire Country for Board In Auto Game with First Prize of 150,000 Francs

By G. Langelaan

Paris Editor, Editor & Publisher

The whole of France is the playing board which Le Petit Parisien is using for a competition which achieves the double success of sustained interest on the part of its readers and a country-wide advertisement for the newspaper. The competition is on the plan of the old Mother Goose game. Each division of the playing board is a town or well known site in France, and ten motor cars of different make are running all over the country as the dice thrown at the central office of the newspaper direct them.

Readers entering for this competition were set the task of guessing which car out of the ten would win the competition, and then, in order, to state what the total mileage of the winner would be, and third, to guess how many readers would take part in the competition. The lucky winner will collect a prize of 150,000 francs, the second, 50,000, the third, 25,000, and there are many minor prizes.

The game starts from Bordeaux and ends at Paris. A schoolboy every two days throws the dice at a public meeting held in the hall of le Petit Parisien. He throws once for each car engaged in the novel competition, and while small flags are moved from place to place on the playing board, instructions are sent to the cars wherever they may be to proceed from town to town.

All the usual mishaps of Mother Goose are included in this giant game, some throws of the dice sending the cars on twice the distance, while others land them "in prison" for three or more throws. Others are subject to enforced "breakdown" delays, and have to stop where they are until another car passes and releases them. All France is looking out for the cars, and every morning readers of the Petit Parisien throughout the country look in their paper to see if the cars will pass through their town.

There is the added excitement that the competition may end at any moment or may go on quite a long time before the lucky number is thrown which puts one of the cars in Paris. Already one car nearly won the game and came into Paris on a "six" throw of the dice, but as it needed only two and not six pips, it had to back out of the capital and landed four squares away on Gambais of evil fame, the haunt where Landru burned up his wives. Any car falling on this space is "cooked" and must go right back to Bordeaux and start again.

Everywhere one goes, one hears the competition being talked about, while the adventures of the cars each day on their journeys make an interesting couple of columns. It is also an excellent advertisement for the ten makes of automobiles taking part, all advertisers in the paper.

AD COPY TIED TO NEWS

Makers of Glycerine Tablets Take Advantage of Football Game

By tying up their advertising copy to important news events, Pine Bros., Inc., of Philadelphia, makers of glycerine tablets, chalked up a big sales increase in Mid-Western territory. The W. C. Reinhold Advertising Corporation represents the concern.

A typical instance was on the occasion of a football game. A full page advertisement in the college paper on the day before the game, with a picture showing the cheer leader in action, appealed to readers to use "the tablet that drives out the hoarseness and helps the team to win." Two hundred copies of the paper were secured and pasted in windows of the town's leading drug stores. On the morning of the game thousands of free samples were distributed. The stores were swamped with calls for the tablets and the company received fat re-orders.

ISLE OF PATOOTIE MAYBE

McGurk Can't Keep Away from Record Office Saturday Afternoons

For two years, Joe McGurk has been one of the Hearst battery of cartoonists, specializing in the sports section of the New York American. In that time, hardly a week has passed that Joe would not be found for a couple of hours of a Saturday afternoon in the art room of the Philadelphia Record, where he worked for a dozen years before joining the Hearst organization. He takes off his coat and collar, rolls up his sleeves, and sits before his old drawing board, where he swaps yarns with reporters and artists and occasionally exhibits new additions to his collection of unpublished "Travelogues" and "Great Moments of History."

Of course, Joe carefully refrains from touching a pencil to cardboard in the Record office, but sometimes he looks as if he was itching to do it. The old place attracts him so much that he spends four hours on a train each week just to get back to see it. Of course, his family still lives in Philadelphia and that may have something to do with it.

CRANBERRY BUSINESS FIRMLY BASED NOW

(*Continued from page 7*)

duction, but they are not in a position to say how much or how little is to be produced and offered for sale. It is this factor that makes price fixing of agricultural products through monopoly a mere dream.

"The amount produced of an agricultural crop during a given year depends primarily upon two factors: (1) the number of acres in bearing, and (2) the yield per acre.

"If a certain product yields a good return over a period of years, the acreage devoted to this product will increase as a matter of course. If, on the other hand, returns are small, acreage will decrease. Hence it is only by the indirect method of price secured and its relationship to cost of production that an association influences acreage.

"Certainly the American Cranberry Exchange has no power to say who shall or who shall not grow cranberries—the only way this organization could effectively limit acreage under cultivation, and in addition acquire control of all potentially available cranberry land—an impossible feat. Furthermore, the association owns no fields. It is merely an association of growers. It has no influence with its members as to how little or how much each shall grow.

"The second factor influencing supply —yield per acre—better illustrates the futility of control by co-operative associations. Weather conditions, disease and insect pests, beyond the control of the grower, may double or cut in half, or practically wipe out altogether the yield of a given district. In short, the possibility of artificially regulating the amount of an agricultural product which shall be grown during a given season is beyond consideration.

"Since the association cannot regulate the amount produced and since it is not in a position to set the price, what, then, is the reason for its success? The satisfactory results obtained by the organized grower of this product is due largely to the realization that (1) widespread distribution among people of all economic classes is necessary for the consumption of the normal supply, and (2) if this widespread distribution is to be obtained, the good will of the consumer is essential."

Naturally, in getting cranberries consumed by all classes of people and in building that good will, the newspaper has been unusually well adapted to play a big part.

"As the so-called early varieties do not ripen until the very last of August, it is impossible to know just how many barrels the yield will be," C. S. McKinstry, of the Robert M. McMullen Company, commented. "As the crop ripens and the figures become actually known, advertising plans are completed.

"As quick action is essential to buying public know the cranber in the market, there is only one by which this advertising can r public quickly and that is wh papers are principally used. educational copy has always be the co-operation extended by th papers in publishing recipes, been a great factor in educating lic that cranberries are neither a nor a fruit for just Thanksgiv Christmas or New Year's, but a able fruit to be canned or jellie as peaches, strawberries, plums,

"The good will of the consumin is a valuable asset in any attemp crease the consumption of a speci modity. If the cranberry growe to receive the cost of product their fruit, it was necessary th sumption be increased. It shoul overlooked that the packing and also has been a factor, as it has means of a higher quality of frui ing the consumer. Had not the tion raised its standard of quali high plane, it is doubtful if adv could have been so successful, fective advertising must be bac with uniform quality."

Thousands
of Portland, Maine families
take no other Daily Paper

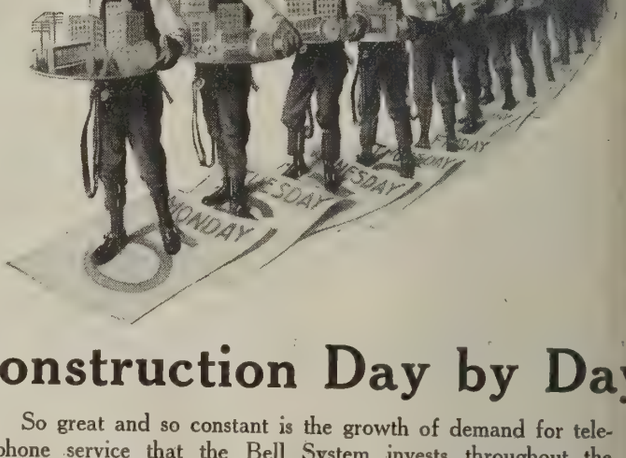
The Evening "EXPRESS" has a City circulation several thousands in excess of that of any other Portland daily.

In more than FIFTEEN of every SIXTEEN homes the EXPRESS is taken, and in thousands of these homes it is the only daily paper taken.

Portland's Only Evening Paper!
Portland's Only Three-cent Daily!

Portland Express

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago



Construction Day by Day

So great and so constant is the growth of demand for telephone service that the Bell System invests throughout the country an average of three-quarters of a million dollars every working day for new telephone plant.

New aerial lines are always under construction or extension, new subways are being dug and cables laid, larger building accommodations are under way, more switchboards are in process of building or installation, and added facilities of every description being mustered into service to care for the half million or more new subscribers linked to the System every year.

This nation-wide construction, this large expenditure of funds, could not be carried out efficiently or economically by unrelated, independent telephone organizations acting without co-operation in different sections of the country. Neither could it be carried out efficiently or economically by any one organization dictating from one place the activities of all. In the Bell System all the associated companies share common manufacturing and purchasing facilities which save millions of dollars annually. They share scientific discoveries and inventions, engineering achievements, and operating benefits which save further millions. But the management of service in each given territory is in the hands of the company which serves that territory and which knows its needs and conditions.

By thus combining the advantages of union and co-operation with the advantages of local initiative and responsibility, the Bell System has provided the nation with the only type of organization which could spend with efficiency and economy, the millions of dollars being invested in telephone service.

"Bell System"
American Telephone and Telegraph Compa
And Associated Companies

One Policy, One System, Universal Service, and all direc toward Better Service

Supreme in Rotogravure Advertising

The New York Times in seven months this year published 454,598 agate lines of rotogravure advertising, an excess over the second New York newspaper of 197,552 lines and more than the combined volume of the second and third New York newspapers featuring this class of advertising.

The New York Times

THE
KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District

NATIONAL REPRESENTATIVE
John M. Branham Co.

WHEN SCHOOL BELLS RING

Next Month, Teachers Will Want for Use in Class

FRANK G. CARPENTER'S
Newspaper Travels

CARPENTER'S WORLD TRAVELS
Dudley Harmon
Washington D. C.

New Records

From nothing to 200,000 in seven months on Sunday—From 25,000 to 200,000 in eleven months Evenings. Watch for the next chapter.

DETROIT
Evening and Sunday
TIMES

WHAT OUR READERS SAY

To Be Relied on

CHARLESTON, W. Va., Aug. 7, 1923.

To EDITOR & PUBLISHER: Since I subscribed for EDITOR & PUBLISHER some time ago, I must say, as will all live and up-to-the-minute circulation managers, that if you read it in EDITOR & PUBLISHER you can rely on it. Have been able to pick up lots of valuable information by reading it, and I don't want to be without a single issue as long as I remain in the newspaper game.

GEORGE E. EVANS,
Manager of Circulation, Charleston Daily Mail.

Tri-Weekly in Atlanta

ATLANTA, Ga., Aug. 1, 1923.

To EDITOR & PUBLISHER: In your comment on the demise of the Thrice-a-Week World in your issue of July 28, you fail to list the Atlanta Tri-Weekly Journal among the newspapers being published mainly for rural readers.

The steady circulation growth of the Tri-Weekly Journal and the affection its readers seem to have for it, indicate there is still need for such a paper in the South. The Tri-Weekly Journal is not an agricultural paper; it is a newspaper for people who want the news of the world and of their territory, but who do not care for the many columns devoted to local news and local advertising which make up the larger part of every city paper.

The Tri-Weekly Journal's circulation lies largely in the South, but it has readers in every State of the Union. Many of these have written voluntarily to say they find it invaluable because of the comprehensiveness and conciseness with which its news is handled.

EDWIN CAMP,
Editor Atlanta Tri-Weekly Journal.

Wants Radium Clippings

NEW YORK, June 21, 1923.

EDITOR & PUBLISHER: We have endeavored to secure, without success, from several local sources, clippings which have appeared both in the metropolitan and national daily press for many years on the subjects of radium, radium emanation and radioactivity.

We are desirous of communicating with any individuals or organizations that possess such a collection, and trust you will extend every effort to assist us in locating this material.

A. EDWIN FRIES,
Vice-President and General Manager, American Radium Appliance Company, 280 Madison Avenue.

From Empire School of Printing

ITHACA, N. Y., Aug. 14, 1923.

To EDITOR & PUBLISHER: Please accept the thanks of the Empire State School of Printing and its supporters, the New York State Publishers Association, for the space given our work in the Aug. 4 issue of your publication. Such splendid co-operation gives us much encouragement.

ROSS W. KELLOGG,
Director, Empire State School of Printing.

Echo of On-to-London Issue

HONOLULU, July 7, 1923.

To EDITOR & PUBLISHER: I beg to acknowledge receipt of two copies of your On-to-London issue of May 18. I am very appreciative of this courtesy on your part, although I feel my inability to express my wonder at the complete nature of this issue. The Garth Jones cover is exceedingly striking, while you have certainly covered every phase of the convention movement that could possibly be tackled prior to the holding of the convention. You are to be most sincerely congratulated upon a superlatively good publication.

L. W. DE VIS-NORTON,
Hawaii Publicity Commission.

WICHITA BEACON EXPANDS

Beacon Annex to 10-Story Building Being Erected and New Press Installed

Owing to a steady and continuous growth which has overtaxed its commodious quarters in the Beacon building, the Wichita (Kan.) Beacon, owned and published by ex-Governor Henry J. Allen, is building an annex and increasing its equipment. A new Goss octuple press, with a 32-page capacity of 36,000 an hour, is being installed.

When the Beacon building was erected, in 1910, it was believed the space allotted to the newspaper would be sufficient. This space comprised most of the basement, half the first floor and nearly half the second floor. The steady growth in circulation, the establishment of a Sunday morning edition, and the general increase in business has made it necessary to take a long time lease on adjacent ground and erect a two-story annex, besides taking over the second floor of an adjacent building on long-time lease.

The new annex will be 25 x 47 feet and the second floor leased space will be 25 x 80 feet. The new press will be housed on the first floor of the annex. The improvements will cost about $125,000.

The composing room will be moved so that a part of it extends over on the second floor of the annex. Most of the second floor of the original Beacon building will be used by the newspaper. The rest of the Beacon building, which is ten stories, is leased for offices.

ANTI-ODDS LAW ULTRA VIRES

Ontario Hasn't Power in Presence of Dominion Law, Judge Holds

(By Telegraph to EDITOR & PUBLISHER*)*

TORONTO, Ont., Aug. 16.—Ontario's act prohibiting publication of racing information, under which Canadian and American newspapers sold in the province have been required to omit or obliterate racing odds, has been declared *ultra vires* by Judge Denton in an action brought in the Toronto Police Court against the publishers of Last Minute Racing & Sporting News, local racing publication.

Judge Denton dismissed the action, ruling that the province did not possess the power to legislate on a subject already dealt with by dominion legislation.

Under the decision newspapers may resume publication of racing odds, though appeal by the provincial authorities is likely to prevent such action until a final decision is reached.

The federal law prohibiting importation of publications devoted mainly to racing information is not affected and is still in force.

WENT RIGHT UP IN THE AIR

Chicago Tribune Man Took Plane from London to Sofia

After surmounting all obstacles which European governments and the weather present to aerial travel, the Chicago Tribune broke long distance records in journalistic flights by sending a reporter from London to Sofia by airplane to cover the Bulgarian revolution.

Fifteen minutes after the order was received from Chicago to break into the country where the railroads had ceased to run, the London office of the Tribune engaged Allen J. Cobham, British war flyer. The expedition started as soon as five visas from the British Air Ministry were obtained.

MOVING TO BUFFALO

Publishing Houses' Action May Follow Erection of Lithograph Plant

Construction of a $2,000,000 plant in Buffalo by the American Lithograph Company is said to foreshadow the removal from New York of several very large publishing houses. It is said these publishers have decided to leave because of unfavorable labor conditions.

Buffalo City Council has just granted a permit for construction of the plant, which will resemble that of the Country Life Press. It will be located in Amherst street, near Elmwood avenue, adjacent to a fine residential district.

National Representative Appointed

Prudden, King & Prudden, Inc., publishers' representative of New York City, has been appointed national advertising representative of the Springfield (Mass.) Union, effective Sept. 3.

A Special Opportunity To Buy a Stereotype Press

Due to the consolidation of The Evening Standard and The Daily Star at New Rochelle, N. Y., the undersigned, the owners of the Standard-Star have for sale,

A 20-PAGE HOE PRESS

Which is surplus equipment and will be disposed of as soon as possible. This is a 20-page Hoe Rotary Press, a superior machine in many ways and capable of turning out a fine product. It is in running operation daily and may be inspected by prospective purchasers at any time.

It has a capacity of 4, 6, 8, 10, 12, 16 and 20 pages of 8 columns, 12 ems It will print 20,000 per hour of 4, 6, 8, or 10 pages inset, or 10,000 per hour of 12, 16 or 20 pages collect. With the press is also a stereotype equipment

The equipment will be offered at an advantageous price to the purchaser. For further particulars call or address

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

In the compact, rich territory of the Indianapolis Radius you can merchandise effectively with only ONE advertising cost—space in The Indianapolis News.

The Indianapolis NEWS

THE
NEW ORLEANS STATES
In two years has *increased*
Daily over 17,000
Sunday over 41,000
Summer, 1923—
Sunday over 78,000
Rate 12c flat Daily
15c flat Sunday
Daily rate advances to 13c. Oct. 1st
Advertising gain for 1922
1,025,432—Greatest in the South
Represented by
THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK
JOHN M. BRANHAM CO.
CHICAGO

Can Your Mail List Costs Be Cut?

FROM $250 to $500 a year can be saved by publications with daily mail lists of as low as 2,000 subscribers by eliminating the "unnecessary costs" of handling the mail list and addressing publications.

Have you any "unnecessary costs"? What are they? How much do they amount to? Our Mail List Cost Sheet will enable you to answer those questions. Send for it today. It's FREE.

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO

Features by
Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Albert Payson Terhune
Chas. Hanson Towne
H. J. Tuthill
John V. A. Weaver
and others

The McNaught Syndicate, Inc.
Times Building, New York

SOIL and COAL

are fundamental gifts of nature.

Hannibal, Mo., has them abundantly. It is surrounded by an unsurpassed farming country whose exclusive trade it controls.

Cheap fuel enables its 105 factories to produce economically, while four railways and the Mississippi River afford wide distribution.

Hannibal's trade area comprises 138,500 people. They have as many wants and more money to buy with than the same population in congested centers.

This splendid market is covered by one newspaper, the

Hannibal Courier-Post

CONE, HUNTON & WOODMAN, Inc.
National Advertising Representatives

FIRST IN PUBLIC SERVICE

The World
MORNING EDITION

The World and the Evening World have a combined circulation, daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
Maller's Building, Chicago — Ford Building, Detroit

in WISCONSIN

The Sunday Telegram has BY FAR the largest circulation of ANY Wisconsin newspaper. It is fast gaining the recognition of national advertisers who seek to capture this rich market.

INVESTIGATE!

Learn the truth of the latest audits, and you'll use the

Milwaukee Telegram

REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

TIPS FOR AD MANAGERS

Aitkin-Kynett Company, 1328 Walnut street, Philadelphia. Placing Fall schedules with newspapers for G. H. P. Cigar Co., "El Producto" cigars.

Ajax Advertising Agency, 20 Vesey street, New York. Handling account of Devoe & Raynolds Company, "Devoe" paint, New York.

F. Wallis Armstrong Company, 16th and Locust streets, Philadelphia. Placing orders with Ohio papers for Antonio Roig & Langsdorf, "Girard" cigar.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Again placing orders for D. M. Ferry & Co., seeds, Detroit, Joint Coffee Publicity Bureau, 74 Wall street, New York, and Joseph Tetley & Co., Teas, New York; also placing account of T. A. Hubbard Company, 29 Central avenue, Fredonia, N. Y., grape vines.

Thomas E. Basham Company, Inter-Southern Life Bldg., Louisville. Orders for 8,960 lines in one year for Standard Oil Company of Louisiana.

Benson, Gamble & Crowell, Tribune Building, Chicago, making contracts and placing orders with newspapers for Parker Pen Company, fountain pens and pencils, Janesville, Wis.

Caples Company, Inc., 225 East Erie street, Chicago. Yearly contracts for C. & N. W. Railway, Chicago; also for Chicago, Rock Island & Pacific Railroad.

Nelson Chesman & Co., 42 East 11th street, Chattanooga, Tenn. Orders for 2,000 lines in one year for Chattanooga Medical Company.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Yearly contracts for Marmola Co.

Conover-Mooney Company, 111 West Monroe street, Chicago. Orders for 540 lines in year for Chicago Herald & Examiner.

Churchill-Hall, 50 Union square, New York. Reported handling account of Lee Tire & Rubber Company, 245 West 55th street, New York.

Creske-Everett, Inc., 19 West 44th street, New York. Starting newspaper campaign early in September for Goodman & Suss Company, men's clothing, Rochester, N. Y.

Critchfield & Co., Brooks Bldg., Chicago. Reported will make up list of newspapers and farm papers during September for J. W. Miller Company, incubators, 2,500 Latham street, Rockford, Ill. Also adding some new towns on the Jersild Knitting Company.

Donovan & Armstrong, 1211 Chestnut street, Philadelphia. Reported handling account of Otto Eisenlohr & Bros., "Cinco" Cigars, Philadelphia.

Dorrance, Sullivan & Co., 130 West 42nd street, New York. Placing page copy with New England newspapers for United Drug Company, Boston.

Dunlap-Ward, Keith Building, Cleveland, Ohio. Handling advertising account of the Star Rebound Controller Company, of Cleveland.

Erwin, Wasey & Co., 58 E. Washington street, Chicago. Sending out copy on Coppes & Zook, Napanee. Also placing orders with some Eastern newspapers for Aluminum Goods Mfg. Co., "Mirror" aluminum ware, Manitowoc; reported handling account of Glazo Company, nail, enamel, and cuticle massage, Cincinnati.

George W. Ford Company, Hurt Bldg., Atlanta. Conducting advertising campaign in Southeastern newspapers for Royal & Borden Company, "Royal Elastic Felt Mattresses," Goldboro.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Sending out 5,000 lines to be used in one year for F. A. Stuart Company. Orders for 5,000 lines in one year for Cooper Pharmacal Company.

Gray Advertising Agency, Gray Bldg., Kansas City. Yearly contracts for Barbo Mfg. Co.

Hanser Advertising Agency, 12 East 44th street, New York. Placing orders with newspapers for Lehigh Valley Railroad Company, New York.

Harvey Advertising Agency, Fisk Bldg., New York. Making up lists during September and October, using newspapers, for Orangeine Chemical Company, 224 West Huron street, Chicago.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Will place account of David Adler & Sons Company, 246 Broadway, Milwaukee, men's clothing. Lists to be made up during September.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Secured following accounts: Hut Neckware Company, "Spiraltex Scarfs, Lancaster Mufflers," 24 West 25th street, New York; Levi & Seligman, Inc., Vel Chine, 2050 Fifth avenue, New York.

Honig-Cooper Company, 74 New Montgomery street, San Francisco. Handling account of Monterey Peninsula, Inc.

Wilson H. Lee Advertising Agency, 6 Church street, New Haven, Conn. Will place account of Wilcox-Crittenden & Co., 8 South Main street, Conn., lists to be made up during September.

Lord & Thomas, 400 North Michigan avenue, Chicago. Handling in future account of Pure Oil Company, Columbus.

Maxwell, McLaughlin & Co., Inc., 30 North Michigan avenue, Chicago. Will place account of Davenport Bed Makers of America, 900 South Michigan avenue, Chicago.

Theo. F. MacManus, Inc., 44 East Hancock avenue, Detroit. Orders for 1,000 lines in one year for Hupp Motor Car Corporation.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Handling account of Victor Adding Machine Company, 319 North Albany avenue, Chicago.

Mears Adv., Inc., 36 West 40th street, New York. Using New England newspapers for New England Confectionery Company, candy, Boston.

Mitchell Advertising Agency, 806 La Salle street, Minneapolis. Making up list of newspapers during September for Iowa Bird Co., 209 Walnut street, Des Moines.

Newell-Emmett Company, 120 West 32d street, New York. Again placing schedules with newspapers for Liggett & Myers Tobacco Company, Chesterfield cigarettes, 212 5th avenue, New York.

Peck Advertising Agency, Inc., 6 East 39th street, New York. Handling account of Kazbek Company, Inc., toilet goods.

Power, Alexander & Jenkins, Madison Bldg., Detroit. Orders for 2,000 lines in one year for Wills-Sainte Claire, Inc., St. Marys, Mich.

William H. Rankin Company, Lake street and Wabash avenue, Chicago. Making up lists during September, using newspapers for Nestor Johnson Mfg. Co., tubular ice skates, 1237 North California avenue, Chicago.

Russel M. Seeds Company, Inc., Consolidated Bldg., Indianapolis. Placing account of Milk Emulsion Company, Terre Haute, Ind., for which lists will be made up during September.

Sehl Advertising Agency, City Hall Square Bldg., Chicago. Sending out new contracts on the Calumet Baking Powder Company.

F. P. Shumway Company, 453 Washington street, Boston. Again renewing their newspaper contracts for Glastonbury Knitting Co., Underwear, Addison, Conn.

Simpson Advertising Service Company, Syndicate Trust Bldg., St. Louis. Placing advertising of Great Eastern Coffee & Tea Company, 801 Franklin street, St. Louis.

Stevens & Wallis, Inc., 45 West on South Temple, Salt Lake City, Utah. Handling account of Utah State Fair.

Street & Finney, 171 Madison avenue, New York. Using newspapers in Southern and Eastern Seaboard states for Seaboard Rice Milling Company, "Comet" Rice, 57 Laight street, New York.

J. L. Sugden Company, 32 W. Washington street, Chicago. Using farm papers for Wells Medicine Company, "Crafts Medicine," Lafayette.

J. Walter Thompson Company, Lytton Bldg., Chicago. Making contracts with some Ohio and Pennsylvania newspapers for Aunt Jemima Mills Company, Pancake Flour, St. Joseph.

J. Walter Thompson Company, 244 Madison avenue, New York. Orders for 1,000 lines in year for William R. Warner & Co.

Vanderhoof & Co., 167 East Ontario street, Chicago. Will no longer handle account of Earl Motors Co., Jackson. There will be no factory advertising in newspapers for some time.

Van Patten, Inc., 50 E. 42nd street, New York. Now handling accounts of Regal Shoe Company, 268 Summer street, Boston; and Truly Warner, Inc., men's hats, New York.

Prune Growers Plan Campaign

For the first time since its inception, the California Prune and Apricot Growers Association has organized an advertising department, and plans are in preparation for inaugurating a campaign. George Haig, former advertising manager of the National Cash Register Company, has been appointed manager of the new department.

Lumber Men for Conservation

The National Lumber Manufacturers' Association has added its weight to the drive to restore to the national budget the former annual appropriation of $2,000,000 for the purchase of national forest lands in the Eastern states.

Ajax Agency Gets New Account

The Ajax Advertising Agency of New York City has been appointed to direct the advertising of the Devoe & Reynolds Co., Inc., manufacturer of paints, varnishes, stains, and enamels.

M. and A. Manufacturers Meet

The fall convention of the Motor and Accessory Manufacturers' Association will be held in Boston, Mass., from Sept. 19 to 22.

Hicks Gets French Account

The American offices of Parfums Godet, of Paris, France, has placed its advertising account with the Hicks Agency, New York.

Half-A-Million Dollars
in our first four 1923 campaigns

Another record which shows Hollister supremacy in circulation building. The campaigns were for:

The Washington Post
The Atlanta Journal
The Memphis Commercial Appeal
The Dallas Morning News

We are now conducting campaigns for:

The Chattanooga Times
The Duluth News Tribune

Fall campaigns are now being booked. Wire or write us care of either paper.

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

THE BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.

BOSTON AMERICAN

A Saving—
Not an Added Cost

The service rendered by this organization — *specializing solely in newspaper, printing and publishing buildings,* does not mean an added cost. Rather it assures a substantial saving in operating cost that should more than repay the entire fee.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd St. New York

Business Is Fine In Baltimore

The Automobile Commissioner reports the sale of
1000 AUTOS EVERY WEEK

You Can't Cover Baltimore Without
The Baltimore News
and
The Baltimore American

Ask for present-day facts on the Baltimore situation.

The Buffalo Evening News Is

FIRST —in News
—in Advertising
—in Circulation

The Greater Buffalo territory comprising 800,000 people can be effectively and almost completely covered by the sole use of Buffalo's biggest newspaper. Read by 85% of the English-speaking families in Buffalo.

A. B. C. circulation 6 months ending March 31, 1923, 114,403 net paid.

The Buffalo Evening News

Edward H. Butler, Editor & Publisher

KELLY-SMITH COMPANY

Representatives

Marbridge Bldg., New York, N. Y. Lytton Bldg., Chicago, Ill.

OVER 64,000

LARGEST EVENING CIRCULATION IN IOWA

The Des Moines Capital

New Haven Register

is New Haven's Dominant Paper

Circulation over 35,800 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston — New York — Detroit—Chicago

EVENING HERALD

Los Angeles, Calif.

Gained 20,347 Daily Average Circulation.

Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation; 20,347.

IT COVERS THE FIELD COMPLETELY.

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

"The African World"

AND

"Cape-to-Cairo Express"

Published every Saturday in London.

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

A CO-OPERATIVE ad written in editorial style was recently published in the Indianapolis Star by a number of firms interested in some way in the construction of homes. The ad was headed, "When you build—build right." The gist of the ad was, the house you build will be no better than the materials that you put into it. This applies to the labor as well as to the lumber, hardware and other materials that is used. The ad mentioned was 3 x 10 inches in size, but the idea was good enough to expand into a page in any city where there is much building being contemplated.—Robert B. Miller, The Chronicle, Marion, Ind.

The next time one of your local stores is robbed and the robbers are caught with the merchandise prepare an ad under the heading "Burglars Choice," and announce that it is on display in the store window. You should have no trouble in selling this merchant an ad of this kind.—G. C. Marcley, Republican-Journal, Ogdensburg, N. Y.

The South Bend Tribune ran a double-truck of shoe dealer ads April 23 by proclaiming a "Walk and Be Healthy Week." Forty inches were devoted in the center of the page to the propaganda. The Mayor said "Park Your Cars—Stretch Your Legs, Walk and Be Healthy." The secretary of the board of health said "Walking Is Nature's Daily Dozen." The physical instructor at the Y. W. C. A. said "Paint Your Cheeks from the Inside—Walk and Be Healthy." Sixteen dealers were represented on the spread.—Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

Halifax Herald runs a page of great value to investing readers and which also pulls a considerable volume of advertising. "A Page for the Protection of Investors" features a comprehensive article on the tests in the purchase of sound investment securities. This guide to intending investors appears surrounded by over a dozen advertisements of securities companies, investment brokers, financial papers and industrial issues.—J. L. Love, 27 Wellington E., Toronto, Canada.

Some newspapers still publish notices of ice cream socials, lodge dances and similar affairs free of charge, while others who do charge the regular rates look upon such affairs with more or less contempt so far as revenue is concerned, but one paper materially increased its income from this source by grouping them under the heading "Coming Events," set double column and boxed at the top center of the first classified page. The affairs are listed in chronological order approximate to the classified rates. Since adoption of the plan, these advertisements have increased more than 1,000 per cent. —Bert A. Teeters, Box 295, Springfield, Ohio.

"Window display night"—an idea with big space selling possibilities for a small city. This could be put under the auspices of a newspaper. Interest all the big stores from department to grocery stores. Special window displays of all the stores could be opened at a certain hour. Competitive band concerts should be held on the main street. The population would turn out for a general celebration. The newspaper might offer prizes for the best display. The "stunt" would naturally give rise to more special newspaper advertising in addition to gingering up business in general.—George C. Marcley, Republican-Journal, Ogdensburg, N. Y.

Let us now look alive for Summer resort advertising, and for reading matter on the Summer resort pages let us try something new. In this connection I have a plan to ask certain leaders in their various callings what is their idea of an outing for themselves and what is their idea of the most all-round beneficial type of outing for the various kinds of workers. Will a teacher benefit more in the long run by going into the country or to a city of historic associations, by taking a Summer course, by selling something, taking a hiking tour, attending a convention, or staying at home and loafing? Same with office clerk, bookkeeper, library assistant, street car conductor—yes, and reporter. Whatever these leaders say will make good stuff for the Summer resort pages, and will serve to help the advertising salesmen bring in more contracts.—R. E. Downer, The Express, Buffalo, N. Y.

One daily newspaper in every town could stimulate its advertising during the Summer by conducting a contest among its readers, prizes being offered for the best essay describing what the writer considers the ideal home. A page of advertising could easily be sold to local building supply dealers to be run along with the winning essay or essays. Prospective home builders would be interested in reading the winning essays, and building supply dealers could stimulate business by including in their advertising estimates on the cost of materials required to build the homes described in the winning essays.—A. G. Keeney, The Journal, Spartanburg, S. C.

On the Saturday or Sunday before Labor Day a profitable proposition would be a "Where to Go on the Holiday" page. Divide your page into three parts. Under one section, run "Where to Go in the Morning or Afternoon," carrying ads of ball games, athletic contests, field days, carnivals, etc. Under "Where to Go for Dinner," list hotels, motor inns, cabarets, restaurants, etc. Under the third section headed "Where to Go After Dinner," or "Where to Spend the Evening," list theatres, dances, cabarets, beach or lake resorts and other amusements. This should prove an easy page to get up and a good money maker. Perhaps a double truck page could be utilized, if enough ads were secured. This same idea could be used previous to any holiday.—C. L. Moody, Lynn (Mass) Telegram-News.

The Attleboro (Mass.) Daily Sun dug out a fine local summer feature by locating at San Antonio, Tex., J. Frank Davis, novelist and magazine contributor, and inducing him to write his reminiscenses of the Attleboros of 30 years ago when he was a cub reporter on the Sun staff. Davis, later known to all New England because of his work on the Boston American and Traveler, wrote 13,000 words, mostly recalling names and humorous incidents never before published. His articles ran two weeks in the Sun under big news heads and proved popular and satisfactory as a summer circulation getter. It resulted, too, in the local book stores putting on special sales of the Davis novels, and this fact, as well as screen advertising, mystery circulars and paid advertisements in outside papers, helped focus considerable attention on the Sun during its campaign.—C. C. CAIN, JR., Editor, Attleboro Sun.

"No. 1" On Every Food Schedule

With Alfred W. McCann, the country's leading food expert, now associated exclusively with it, this newspaper is the strongest food products medium in the Greater New York merchandizing territory.

THE EVENING MAIL
NEW YORK, N. Y.

The Syracuse Herald
SYRACUSE, N. Y.

Is first in Syracuse leading the second paper by 2,158,316 lines for total advertising for 1922.
First in total; local; national lineages.

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.

284 Fifth Ave. N. Y. City — Steger Bldg. Chicago, Ill.
Globe Bldg. Boston, Mass.

The Pittsburgh Press
A Scripps-Howard newspaper
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURGH.
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

In New Orleans it's THE ITEM

PORTSMOUTH, OHIO

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio Completely.

Foreign Representative
ROBERT E. WARD, INC.
5 So. Wabash Ave. Chicago — 501 Fifth Ave. New York

GERMAN PRESS DRIVEN OUT OF BUSINESS

Rising Costs of Labor, Paper and Metals, Together with Collapse of Currency, is Crushing Independent Organs

By Eugene W. Lohrke

[Editorial Note.—Mr. Lohrke is an American newspaper man now in Berlin. Before going to Germany he was employed on the New York Evening Post.]

DESPITE A RISE in advertising and subscription rates, which has been in progress for six months, German newspaper publishers in Berlin and other large cities are faced with an increased inability to meet the more rapidly rising costs of labor, paper, and print metals, with the result that an increasingly large number of papers all over Germany have had to go out of business. A proposal to limit the export of print papers has been made to the government by the publishers, together with a law providing for the stricter control of the supply of print paper, and is still pending action in the Reichstag.

Last July, the Reichstag passed a measure under the terms of which German pulp and paper exporters are compelled to pay a tax of 1½ per cent on their total exports. A special fund was to have been created from the proceeds on which publishers, in cases of extreme necessity, could draw, but the fund has been found insufficient, and its administration cumbersome. Another proposal made in the Reichstag that the press be aided by a law prohibiting the printing of Sunday editions has aroused widespread newspaper opposition.

The November price for newsprint paper, by an arrangement with the Ministry of Economics, was fixed at 167 marks per kilogram (2.2 pounds). As compared with the price of newsprint paper in America—3½ to 4 cents per pounds, or, in foreign measure, 6¼ to 8.8 cents per kilogram, this price seems ridiculously low; but since November, the mark has dropped in value to such an extent that new prices have been set on the dollar basis, at considerably above the American market figures.

German publishers complain that paper is being shipped out of the country at an export price less than the domestic figure. In the last six months, many independent papers, particularly in the provinces, have had to go out of business, and the Berlin Journalists' Association has issued an appeal in which it states that unless some action is taken others will speedily follow.

CONTRACT BREACH CLAIMED

Firm Avers Birmingham Age-Herald Promised a "Business Page"

Claiming breach of contract, the Thomas W. Briggs Co., of Memphis, has filed suit for $13,259.50 against the Birmingham Age-Herald Publishing Co. in the United States District Court. The plaintiff charges that on March 8, 1922, the Age-Herald entered into a contract in which it agreed to publish weekly for a set period a weekly business review page. The plaintiffs were to advertise in proportion with the reading matter published, according to the suit.

The plaintiffs claim $3,259.50 on payments due and $10,000 for breach of contract.

PRIZE FOR NEWS WRITERS

San Francisco Examiner Offers Cash for Best Suggestions

In order to stimulate members of the editorial department to furnish ideas that will promote the paper, the San Francisco Examiner has announced a series of prizes, as follows: For the best suggestion in the line of feature activity offered within two weeks, $300; second best, $100; third, $50; for any suggestions accepted not inclusive of the three best, $10.

To spur the staff to submit as many ideas they may think of, a special prize of $50 is offered to the person who submits the largest number of accepted suggestions.

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Cheap
Wise Wood semi-autoplate, excellent condition. 7 columns. What are we offered? Brooklyn Daily Times, Brooklyn, N. Y.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Cartoons

ARE YOU FOLLOWING KESSLER?
If Not, You Are Missing a Trick.
Metropolitan Newspaper Service, New York.

Local Cartoons from Linotype material or own ideas. With 2 col. cut, complete $5.00.
Independent Engraver, 258 W. 28th St., N. Y.

"Children's Features"

WATCH FOR THE PARADE
"Johnnie of the Circus and his Cuffy Bear"
Every day will be circus day.
Metropolitan Newspaper Service, New York.

Comic Pages

BILLY BUNK
New Paper This Week.
Worcester Gazette, Worcester, Mass.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Comic Strips

MRS. CONTRARY
Mrs. Contrary Mrs. Contrary
Mrs. Contrary
The Herald-Sun Syndicate, 280 Broadway, N. Y.

"BRINGING UP BILL"—"HANK & PETE"
6-col. strips—hitting on all cylinders.
Columbia Newspaper Service, 799 B'way, N. Y.

Comic Strips

PERCY AND FERDIE
Think of It—2,766 Consecutive Insertions
It pulls and holds circulation.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

"Daily Serials"

A BARBOUR SERIAL ESTABLISHES
The Barbour Habit.
Put "Starved Hearts" in Your Paper and See.
Metropolitan Newspaper Service, New York.

Fiction

STORIES
Lewis Wilson Appleton, Jr.,
1922 East Pacific Street, Philadelphia, Pa.

CIRCULATION BRINGERS
Famous Fiction of all lengths.
Service for Authors, 33 W. 42d St., New York.

Photo News Service

THE BEST FOR THE LEAST MONEY
Kadel & Herbert,
153 East 42d St., New York City

Women's Features

MILDRED BARBOUR
Nails the Interest of Readers.
From the First Line of Starved Hearts.
Metropolitan Newspaper Service, New York.

SUPPLIES & EQUIPMENT

For Newspaper Making

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

WANTED
One Combined Jig Saw and Drilling Machine, Friction drive. 24" x 36" table. One Curve Plate Router. Late type on both.
THE OMAHA MORNING BEE
Omaha, Nebr.

REBUILT LINOTYPES AND INTERTYPES FOR SALE
Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.
THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

ADDRESSING and MAILING MACHINES
Any mail list of over 3,000 can be handled more economically with our improved method than any other system.
Get away from Linotype and Galley system. Put the mail list in the circulation department.
One person can keep up a daily list of about 25,000 names, making all corrections and additions.
Write us for particulars giving size of list and frequency of issue, and a list of the users of our system.
POLLARD-ALLING MFG. CO.
220-230 West 19th St., New York City

R. HOE & CO.
For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds
Quality First—Progress Always
We always carry a full line of Press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.
504-520 GRAND STREET
NEW YORK CITY
No. 7 Water Street, Boston, Mass. Tribune Building, Chicago, Illinois

Cline-Westinghouse Double-Motor Drive with full automatic push button control.
The Rochester, N. Y. Democrat Chronicle is installing a Cline full automatic control on its new Goss Press.
CLINE ELECTRIC MANF'G. CO. CHICAGO
QUALITY NAME SERVICE FAME
CLINE WESTINGHOUSE
MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th Street NEW YORK

Composing Room Steel Equipment
We manufacture in steel everything in the way of equipment for the composing room, such as Makeup Tables, Galley Dumps, Correcting Banks, Type Cabinets, Galley Cabinets, Pressed Steel Galleys, Portable Page Trucks, etc., etc. Write us when in the market.
Chicago Metal Mfg. Co.
3724 So. Rockwell Street
Chicago, Ill.

GOSS
Stereotyping Equipment
Saves Precious Minutes
Gives you a *better-looking* sheet —on the street *first.*
Any size plates — flat or curved.
Send for Catalog
THE GOSS PRINTING PRESS CO.
1535 S. Paulina St., Chicago, Ill.

Introduction to Employer and Employee

TUATIONS WANTED

WORD for advertisements under this sification. Cash with order. For employed one insertion (adv. not to words) FREE.

etter Advertising Director,
r of sound circulation, an efficient n man, an office organizer, in short, making newspaper business manager ugh ambition and ability to reach a ce, is on his way up. He wants a THE EAST with a newspaper that tonic, or that wants to edge into first ewspaper must have a circulation of than 6,000, and the owners must not ied with less than complete satura- their possible field. This man pos- ll the qualities that are needed to h the above purposes and is avail- r October 15. Address Box B-958, tor & Publisher.

Awake Young Man
ting large weekly. College trained. xperience on metropolitan daily, also editor of small daily. Anxious to ad- d open for work as editorial writer, tor or manager. Samples of work of references. Address Box B-953, Publisher.

Editor
publishers desires connection, carry- responsibility, with smaller organiza- itorial writer. Thorough news direc- nited investment. B-955, Editor &

Manager,
nest references, 30 years old, married, harge of prosperous daily with 5,000 n, desires change. Ten years news- xperience, including special editions, n, advertising and editorial. If your not earning the money it should, I'll u an interesting proposition. Box litor & Publisher.

Manager
employed as business and advertis- ger on paper with 40,000 circulation. d for the past eight years is out of nary. Tremendous strong afternoon on and run more space in morning personal interview will convince you now how to run a paper successfully. ion is good as long as I want it, but king for a change for good reasons. need an executive of proven ability erlook this opportunity to secure the n. Write B-888, Editor & Publisher.

Trained Newspaper Executive,
retary-treasurer, office manager of ccessful daily, seeks connection with per as business manager, comptroller, able assuming entire charge of busi- ce including accounting dept. Mr. it will profit you to investigate me. B-971, care Editor & Publisher.

n Manager
, with 15 years' practical circulation e, employed at present with daily r in city of 150,000 population, de- nge for personal reasons. Refer- requested. B-964, Editor & Publisher.

n Manager.
on short notice. Fifteen years' ex- on metropolitan and small dailies. lent record of achievement; capable, and a hard worker. Member of A. A-1 references. Address B-929, Publisher.

cientific.
B., Ph. D., with teaching, industrial e journal experience; capable reader, and abstractor of scientific and works in principal foreign languages, riter with good judgment of useful seeks connection with publisher or ureau for all or part time. B-934, Publisher.

Executive.
oyed on leading newspaper in city 00. Seventeen years' experience on d small dailies. Seeks managing of responsible newspaper in a city 40,000 to 150,000 population. Address litor & Publisher.

oking for a
Who Is NOT Contented.
who wants to see his newspaper power with the public and a real payer. His paper may be the under- That's what I want! I have built a paper to a valuable property and t a broader field. I don't merely ood position. I have one. I want a per which my ability can develop; can build a bigger future. Content- disintegration. If you feel the same te me. Somewhere there is a pub- ose ideal I can materialize and whose the medium for realizing my ideal. confidence. If we mutually appeal good; if not it costs but a few and a stamp to find out. Address litor & Publisher.

SITUATIONS WANTED

Former Managing Editor.
Ten years' experience, now with large city newspaper, desires old position in smaller town. Fine references. Address B-950, Editor & Publisher.

Managing Editor
With long record of success, now holding key position on large city daily, desires to return to managing editor's desk on afternoon paper in city of 20,000 or larger. Knows news, how to handle men, both in front and back office, and a good organizer. In fact knows every branch of newspaper game. Age 38, college man and hard worker. Position must be permanent. Glad to submit record in detail and references. B-954, Editor & Publisher.

Managing Editor or City Editor.
The man whom this advertisement concerns is widely known in the newspaper world. His signed stories as staff correspondent for one of the big wire services by whom he is now employed have appeared in hundreds of leading newspapers throughout the country. His experience in the editorial department of the newspaper business covers eight years. He is 33 years old and married. He now seeks a high-class, permanent connection as managing editor or city editor of a progressive newspaper in a city not exceeding 200,000 population where his experience and ability can be given full sway for the benefit of his employer and, secondarily, himself. His salary requirements are reasonable and he is willing to take part of it in stock in the progressive, virile sort of newspaper with which he seeks connection. Until the final negotiations are arrived at his correspondence must necessarily be confidential in order not to jeopardize his present connections. Address Box B-870, care Editor & Publisher.

Mechanical Superintendent
At present engaged; executive experience with three of the largest metropolitan papers; desires to change; $150 weekly to start; will pay for myself in monetary saving and give you efficiency; references from big men; will take hold at once and relieve you of all worry in connection with getting out your paper; 40 years old, man of refinement, personality and great executive ability. Address B-900, care Editor & Publisher.

Newspaper Executive,
experienced in every department of daily newspaper production, is available to build up rundown properties needing expert attention. Well educated, widely experienced, best of record and references. Will take over entire direction of plant or work under owner. Put your business on a systematic basis, take up the loose ends and make the red ink bottle superfluous around your office. Will go anywhere and can deliver the goods at a most reasonable charge. Give some confidential details in first letter for personal interview. Address B-935, care Editor & Publisher.

Reporter-Deskman,
Ten years' experience, college education; 31; married; A-1 references; seeks position in University City, where he can take course in graduate school during spare hours. Box B-947, Editor & Publisher.

Single Man,
31, fifteen years in the game, wants position. Sports, rewrite or general news work. Can do anything. Available immediately. B-967, Editor & Publisher.

Sports Editor
With 12 years' experience available at once. Writes daily column and three seasonal features. Excellent references. B-969, Editor & Publisher.

N. Y. CORRESPONDENTS

6c A WORD for advertisements under this classification. Cash with order.

Can Handle Correspondence
from New York for several out-of-town papers, both trade and dailies. Special assignments covered. B-968, Editor & Publisher.

Do You Want N. Y. Hotels Covered?
Complete daily lists of home town visitors. Wired or mailed at toll rates.
$1.00 per wk. for newsp's under 30,000 circ.
$2.00 per wk. for newsp's under 60,000 circ.
$3.00 per wk. for newsp's under 100,000 circ.
$4.00 per wk. for newsp's under 150,000 circ.
$5.00 per wk. for newsp's over 150,000 circ.
News assignments covered.
Box B-894, Editor and Publisher.

BOOKS, ETC.

6c A WORD for advertisements under this classification. Cash with order.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Man Wanted
For evening daily in Florida city of 15,000. Must be experienced and capable of handling advertising department. State experience, and salary wanted. B-912, Editor & Publisher.

Advertising Representatives Wanted
for well financed, rapidly growing, semi-monthly magazine of national circulation, one for Pacific Coast work, another for eastern states. Full time men with no other interests or side lines. Must have had successful experience in magazine, newspaper or trade publication work. State salary requirements, previous experience, full details and give references. Address Box 2844, Tampa, Florida.

Advertising Solicitor,
part of whose experience has been with a newspaper of over 10,000 circulation. A capable man can have an excellent position with the Bayonne Times. State salary expected.

Advertising Solicitor.
Publication desiring to concentrate on development of new accounts and creating new advertising, is making opening for high class advertising solicitor, with good personality, salesmanship, initiative, ideas and some copywriting ability for concentration on new business. Must be a real worker. Salary $40 per week to start, increase according to results. Give full particulars first letter. Box B-961, Editor & Publisher.

An Unusual Opportunity
for a young, vigorous editorial writer. Must be a Republican, and capable of producing brilliant, appealing matter; must also be of fine character and excellent references. Would be expected to enter employment, temporarily at least, under direction. This call is by leading paper in one of the best States of the Middle West. No prestige is required, but merely character and ability to produce. Here is a great opportunity for one who has the stuff in him, but not necessarily recognition. Address B-922, care Editor & Publisher.

Two good advertising men wanted
by morning paper in South. Circulation 40,000 and growing daily. Only experienced men need answer giving full details with salary wanted in first letter. Direct mail to Louis Fisher, care of Virginian-Pilot, Norfolk, Va.

Wanted.
Experienced Contest Manager. Must have clean record and be able to produce—can also use an assistant. Pultz Company Limited, Reading, Pa.

Wanted.
City editor on afternoon newspaper in middle-western city of 100,000. Must be able to direct staff to best advantage, produce snappy make-up, possess ideas and a liking for work. Permanent position for the right man. Preferably one who has had both small city and metropolitan experience. Address B-952, care Editor & Publisher.

Wanted:
Experienced go-getter circulation manager capable of adding 50,000 subscribers in four months to well established, well financed national publication, semi-monthly $2 per year. Keen reader interest. Present circulation 30,000. State salary wanted, give complete details and references in first letter. Address Box 2844, Tampa, Florida.

Wanted Circulation Manager
A young man who has experience in handling boys and men and circulation. A result getter who can sell a newspaper on its merits and service. A young man who wants to start on a modest salary and be increased according to his production until he has a job which will pay well, and in which he would be happy. Address B-901, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Complete and Running Evening and Sunday
Newspaper, in Eastern city with population of 160,000 for sale. Modern plant and machinery including engraving plant and all facilities. Large and rapidly growing circulation, two editions daily. Wonderful opportunity for newspaperman with capital. Best reasons for selling. Books and plant open to inspection. Immediate sale desired. Address Box B-873, care Editor & Publisher.

Morning Daily
in city of 20,000, southwest, can be bought right. Paper showing a good profit. Address Box B-963, Editor & Publisher.

Reliable Partner Wanted
in newspaper brokerage business. Will sell fourth or half interest to right man capable of assuming management. Must be reliable and capable. B-966, Editor & Publisher.

Wanted to Purchase
by experienced man as much interest in small daily as initial payment of $3,000 will swing. Address B-949, Editor & Publisher.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 225 Fifth Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Unusual Opportunities

Daily & Weekly NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York
Established 1910

WE CONNECT THE WIRES

WANTED—Business and advertising manager, who can invest up to $10,000, to take reins of modern New England weekly and job printing plant. Paper popular, but lacks driver. News side ably handled. Circulation over 6,000. Covers large, important field. Job work galore without soliciting. New intertype. Mention our No. 12,259.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

STARR SERVICE CORPS

Pierre C. Starr

Furnishes successful practices and co-operative systems pertaining to any phase of

NEWSPAPER MANAGEMENT AND DEVELOPMENT

Increasing Advertising Earnings, Circulation, Etc.

Service limited to daily newspapers with not less than 15,000 circulation.

STARR SERVICE CORPS
Upbuilders of Newspapers
42d St. & B'way New York City

YOUR CLASSIFIED AD

in

EDITOR & PUBLISHER

is read by the man you want to reach

JOHNNIE OF THE CIRCUS AND HIS CUFFY BEAR
A New Children's Daily Serial
By Arthur Scott Bailey
Bangles
Spangles
Gilded Cages
Big Tents
Pennants
Clowns and Bands
The Fulfillment of Every Youngster's Dream!
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau St., NEW YORK CITY

Peter B. Kyne
writes a brand new
"CAPPY RICKS"
story of 2,000 words each week.
Just what you want for a whimsical, humorous and philosophical feature.
UNITED FEATURE SYNDICATE
Norris A. Huse, Gen. Mgr
World Bldg. New York

Honolulu Nippu Jiji
has joined us for
DAILY PUZZLES
THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

America's Best Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
Spruce St., New York

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

UNDER direction of the Buffalo City Park Department and with the co-operation of the Buffalo Courier and Enquirer, a contest was held recently to select Buffalo's champion harmonica player. John J. Meegan of the Courier and Enquirer was one of three judges.

Instead of letting the mail-order house catch the business in the rural districts around your city interview your leading stores and suggest they adopt the following plan recently worked with success in another city.

A leaf was taken from the catalogue houses book for reference. Two page advertisements were run itemizing leaders and bargains as well as regular stock goods in every department. Emphasis was laid on the fact the firm pays all delivery charges on goods bought in the mail-order department. Thereby giving the rural dweller the same delivery privileges as those the store extends to the people in the central city. Just to make the plan a little more efficient, as well as to take advantage of the educated farmer and farmerette who know how to fill out a mail-order blank, the firm prints a form of this kind in the center of each two-page advertisement. This follows the usual form found in the "farmer's bible" and hence the person interested in the goods the firm offers is able to fill it out through the experience gained through sending to Chicago or other place where the postal firms hold forth.—G. C. Marcley, Republican-Journal, Ogdensburg, N. Y.

Inaugurate a "Safety First" week in your town. Get the city to paint crosswalks, safety zones at street car stops in the congested district, and "Slow" on pavement near schools, then build up a "Safety First" page of insurance, surety, liability companies and automobile accessory advertisers. A "box" can be used on the front page each day, giving a terse "safety" slogan such as, "It's bad enough to turn on the gas, but it's worse to step on it."—Louis G. DeArmand, Davenport, Ia.

A department store in Marion (Ind.), has recently inaugurated a "farmers' bulletin board" which has made a big hit. A large board is located mid-way in the store and anyone is privileged to place on same a description of anything they want to buy or have to sell. A variety of things are seeking new owners through this innovation. In addition to the publicity given by the bulletin, items are mentioned in the ads of this firm from time to time.—Robert B. Miller, The Chronicle, Marion, Ind.

As a variation on the old "How I Earned My First Dollar" series try one from your promient citizens on, "What I Wanted to Be." It's a rare person who picked out his vocation when he was a youth. The series makes absorbing reading.—Max Hahn, Blade, Toledo.

Under a standing box head, "When I was a Boy," some very interesting tales would be brought to light in no other way, make very interesting reading. One might think that only old men would yield good boyhood stories but there are surprises from some of the younger ones. The one we carry this week came as a great surprise—like one would give away a dog his father had given him outright to Indians with whom he lived for 18 years and knew little of even the white man's language. Some of the stories are humorous and some bring out stories of adventure.—Charles H. Cowles, Sun, Poteau, Okla.

It costs $1,000 a room in many cities to put up a frame house. What is the building cost, when figured on this basis, in your city? If the cost is lower than in other cities of your state or in other cities of the same size as yours, then you can work up a splendid story on this theme—a story that will get a lot of attention and be a decided stimulant to local building operations.—Frank H. Williams, 1920 Spy Run Ave., Fort Wayne, Ind.

Tell of the interest aroused by your paper's reprinting of its files for twenty, thirty and forty years ago. Of the interest old and young show in the chronicles of the past, how you draw the veil of charity over the crime news of that time and tell only of the wholesome and humorous news. Contrast how the problems of our times were the problems of the past as the parking of automobiles is only the repetition of the city council's fight over hitching posts years ago. Sometimes the belles of other days are exposed with their true ages in this department.—J. R. Connor, Jr., International News Service, Des Moines, Ia.

What type students shows the best in your high school classes? In a survey made of the entire state a Simpson college professor found that blue-eyed, brown-haired students led their classes while only five "redheads" out of 2,000 students were high in their classes. Children from middle class families were leaders, comparatively few from the wealthy homes receiving scholarship honors.—J. R. Connor, Jr., International News Service, Des Moines, Ia.

Unique inducements are being offered to prospective home builders by real estate dealers in Des Moines, Ia. Among the interesting propositions made in connection with lot sales in newly opened subdivisions are those of the Stebbings Company which offers free deed to property in case of death of purchaser before payments are complete. The Commercial Building and Securities Company offers tents to the purchasers to live on their lots while their home is being built.—A. R. Davison, 433 Y. M. C. A. Building, Omaha, Neb.

Every school day in New York City, at 3 o'clock the factory whistles or bells are sounded to warn vehicle drivers that school sessions are over and that school children are on their way home. This plan, purely a safety measure, is worth adopting in your community. And if your paper is the chief advocate, many people will thank you for your forethought and interest.—G. Harris Danzberger, Hartsdale, N. Y.

Any railroad officials in your city? Ask them what they think of the proposal to consolidate the roads of the country into several groups. Their opinions will be as varied as the number of men interviewed.—A. De Bernardi, Jr., Wichita Eagle, Wichita, Kan.

What is the lunacy rate in your city? This made a very interesting feature for the Messenger recently when a search through the records revealed that on an average one person in Graves County goes crazy every two weeks. This the record of the last two years and is not equaled in the state. This story was well received by the Hopkinsville (Ky.) New Era, in which town the asylum is located.—L. A. Hamlet, Care Messenger, Mayfield, Ky.

By the Author of
"The Sheik"
The Shadow of the Ea
Another story of love the burning East.
Every Reader of "Sheik" Is Waiting for T Serial.
Wire for copy
The McClure Newspaper Syndica
373 Fourth Avenue, New York

Thomas W. Briggs Company
Headquarter Memphis, — Ten
We serve Publishe in U.S. and Canad
Write for particula of our Permanent Weekly Busine Review Page

"THE WISHBON MAN"
A strip of ingeni ous fancy soon to be released by
C-V Newspaper Service
350 Madison Ave., New Yo

Million Dollar Hearst Features
The World's Greatest Circula Builders
International Feature Service, Inc
New York

RECORDS

—don't miss the story of newspaper supremacy in the advertising field as revealed by the tabulation of six months advertising lineage figures for leading newspapers of United States and Canada—

Next week in

EDITOR & PUBLISHER

Space buyers and national advertisers not only read Editor & Publisher—but USE it in their work every day.

EDITOR & PUBLISHER YEAR BOOK

"It's As Necessary As Ink"

Cloth Bound Copy—$2.00

Paper Bound copy with each subscription $4.00 Domestic—$4.50 Canada—$5.00 Foreign

THE EDITOR & PUBLISHER COMPANY

63 Park Row New York, U. S. A.

THE SOUTH

Is a Growing Market

The growth of the South, particularly Southern cities, has been remarkable in recent years, due to a combination of influences. The principal factors in this expansion are industrial. Industrial forces have been of varied kinds in separate localities. Low cost water transportation on rivers make it obvious that the South would play an important part in the development of manufacturing.

The values in the South have practically doubled in four years. Formerly cheap lands in this section are now overtaking the higher values of other states. This is a good sign that the South is rapidly coming into its own.

The South has turned to diversified argiculture. She raises tobacco, sugar cane, corn, wheat, oats, melons, apples, peaches, peanuts, grapefruit. Sheep, hogs and cattle are also raised in great quantities.

It is no longer dependent upon other sections of the country for much of its food and other essentials of living.

The South is a growing market. Now is the time for American manufacturers to establi.. themselves in the trading centers, merchandising channels and the most influential advertising media—Southern daily newspapers.

These daily newspapers have developed the co-operative spirit. They are published in market centers where there are more buyers than sellers. They will help you to establish yourself. If ever a market offered an opportunity it is the South of today and tomorrow. It is now developing faster and progressing more rapidly than any other part of our land.

ALABAMA	Circulation	2,500 lines	10,000 lines
*Birmingham Age-Herald (M)	29,113	.08	.08
*Birmingham Age-Herald (S)	33,721	.10	.10
*Birmingham News (E)	68,936	.15	.15
*Birmingham News (S)	75,791	.15	.15
Mobile News-Item (E)	10,392	.05	.05
Mobile Register (M)	21,264	.07	.07
Mobile Register (S)	32,715	.085	.086
*Montgomery Journal (E&S)	17,446	.06	.06
FLORIDA			
*Florida Times-Union, Jacksonville (M&S)	32,762	.09(.10S)	.09(.10S)
Pensacola News (E)	4,795	.03	.03
Pensacola News (S)	5,291	.03	.03
†St. Petersburg Independent (E)	5,420	.03	.03
*Tampa Times (E)	14,009	.05	.05
*Tampa Tribune (M&S)	22,411	.07(.08S)	.06(.07S)
GEORGIA			
*Augusta Herald (E)	13,468	.05	.05
*Augusta Herald (S)	13,563	.05	.05
Macon Telegraph (M)	23,017	.06	.06
Macon Telegraph (S)	24,395	.06	.06
†Savannah Morning News (M&S)	21,227	.055	.05
KENTUCKY			
*Lexington Leader (E)	18,094	.05	.05
*Lexington Leader (S)	17,900	.05	.05
*Paducah Sun (E)	6,910	.03	.03

NORTH CAROLINA	Circulation	2,500 lines	10,000 lines
Asheville Times (E)	7,785	.04	.04
†Asheville Citizen (M)	12,978	.045	.045
†Asheville Citizen (S)	11,720	.045	.045
†Greensboro Daily News (M)	21,851	.07	.06
†Greensboro Daily News (S)	29,364	.07	.07
†Raleigh News and Observer (M)	26,330	.06	.06
†Raleigh News and Observer (S)	31,303	.06	.06
*Winston-Salem Sentinel (E)	13,653	.05	.05
SOUTH CAROLINA			
*Columbia State (M)	23,709	.06	.06
*Columbia State (S)	23,764	.06	.06
Greenwood Index Journal (E&S)	4,185	.025	.025
Spartanburg Journal (E)	4,165	.04	.04
Spartanburg Herald (M&S)	5,511		
TENNESSEE			
Chattanooga Times (M)	23,067	.07	.07
Chattanooga Times (S)	23,596	.07	.07
†Nashville Banner (E)	50,152	.10	.10
†Nashville Banner (S)	50,782	.11	.11
VIRGINIA			
*Alexandria Gazette	3,900	.025	.025
†Bristol Herald Courier (M&S)	8,954	.04	.04
†Danville Register and Bee (M&E)	12,577	.05	.05
Newport News Times-Herald (E)	9,041	.05	.05
Newport News Daily Press (S&M)	6,051		
*Roanoke Times & World-News (M&E)	21,917	.07	.06
*Roanoke Times (S)	15,013	.07	.06

* A. B. C. Statement, April 1. 1923.
† Government Statement, April 1, 1923.

THIS ISSUE: THE NEW YORK STRIKE

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday

[Copyright, 1923, by the Editor & Publisher Company, James Wright Brown, President and Editor]

Vol. 56. No. 17 NEW YORK, SEPTEMBER 22, 1923 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

"Advertising News" in The Chicago Daily News

The representative Chicago family confidently looks to The Daily News not only for *full* and *authentic* political, commercial, social and sporting information—but with equal confidence looks to the same medium for *full* and *authentic* advertising information covering the entire Chicago market.

To the housewife intent on the most judicious outlay of the family budget, this advertising news is of *vital importance.* To have it complete and dependable in one newspaper, *minimizes* her shopping efforts and promotes her economies—just as it *minimizes* the *expenditures* and *increases* the *sales* of the *advertiser.*

Because it enjoys the interest and confidence of the great majority of Chicago buyers, The Daily News prints, year after year, a greater total volume of advertising than any other Chicago daily newspaper. In the first eight months of 1923, for example, The Daily News printed a total of 13,101,674 agate lines as against 10,994,537 printed by the Daily Tribune, the newspaper having the next highest score.

The well rounded nature of The Daily News' reader interest is reflected in its leadership in major advertising classifications as illustrated below, the figures (supplied by the Advertising Record Co., an independent audit service maintained by all Chicago newspapers) being for the first eight months of 1923.

AUTOMOBILES
The Daily News First.....426,963 lines
The Daily Tribune next.....371,201 lines

BOOKS
The Daily News First.....80,476 lines
The Post next.....53,755 lines

CHURCHES
The Daily News First.....48,963 lines
The Daily Tribune next.....14,408 lines

CLOTHING
The Daily News First.....1,436,771 lines
The Daily Tribune next.....1,416,044 lines

DEPARTMENT STORES
The Daily News First.....3,890,851 lines
The American next.....1,715,155 lines

EDUCATIONAL
The Daily News First.....65,120 lines
The Daily Tribune next.....54,023 lines

REAL ESTATE
The Daily News First.....77,694 lines
The Daily Tribune next.....76,749 lines

"OUT OF THE LOOP" STORES
The Daily News First.....626,870 lines
The American next.....219,097 lines

FOODSTUFFS
The Daily News First.....504,856 lines
The American next.....470,428 lines

FURNITURE
The Daily News First.....615,151 lines
The American next.....414,884 lines

OPTICIANS
The Daily News First.....17,461 lines
The Daily Tribune next.....15,672 lines

HOUSEHOLD UTILITIES
The Daily News First.....108,575 lines
The American next.....58,558 lines

RADIO
The Daily News First.....81,756 lines
The American next.....79,929 lines

TOTAL DISPLAY ADVERTISING
The Daily News First.....9,616,876 lines
The Daily Tribune next.....7,390,060 lines

These facts and figures embody the judgment of experienced advertisers in the Chicago field who today, as for many years past, rank

THE CHICAGO DAILY NEWS

First in Chicago

Another New Intertype Series— Kennerley with Cloister Bold

8-point

The Intertype General Offices are at 50 Court Street, BROOKLYN, New York. Branch Offices are maintained in Chicago, Memphis, and San Francisco, and there are Sales Offices in Boston and

The Branch Offices ADDRESSES are: Rand-McNally Building, Chicago; 160 Madison Avenue, Memphis; 560 Howard Street, San Francisco; 49 Federal Street, Boston; 1240 South Main Street,

10-point

KENNERLEY with Cloister Bold is an excellent face for newspaper advertising display, as well as for job composition. It is attractively distinctive and at the same time

The advertising AGENCIES often specify Kennerley and Cloister Bold for newspaper and other advertisements, folder and booklet work, and other items of printing which

12-point

You will find no dead-wood among the INTERTYPE matrix faces; all are usable faces, good for a great variety of both news and job composition

Intertype matrix BRASS is made to our own specifications and must pass our own exacting tests, to insure durability and satisfactory service to buyer

14-point

The use of Intertype hard-brass MATRICES is not confined to Intertype machines, for they are freely interchangeable with the

Every composing room FOREMAN should have a copy of the Intertype matrix specimen book, to be sent without charge upon

18-point VARIETY is the spice of life; the variety of Intertype

24-point Complete SPECIMENS of Intertype mat

30-point An excellent face for a wide range

36-point Kennerley with Cloister Bold

INTERTYPE CORPORATION, 50 Court Street, Brooklyn, N. Y.

INTERTYPE

Every line on this page was set on an Intertype in the Kennerley with Cloister Bold Series

The Cleveland Press-189,397-has the Largest Circulation of any Daily Paper in Ohio

The CLEVELAND PRESS 189,397

has 42,886 *more* circulation in "Greater Cleveland" than any other daily; 20,649 *more* than any Sunday newspaper and the largest total circulation of any newspaper in the State of Ohio.

The Press
First in Cleveland
A SCRIPPS-HOWARD NEWSPAPER
—including the Scripps-McRae League

National Representatives
ALLIED NEWSPAPERS, Inc.
52 Vanderbilt Ave., New York

CHICAGO
CLEVELAND
CINCINNATI

ST. LOUIS
ATLANTA
SAN FRANCISCO

The Press has 35,000 more CLEVELAND MARKET Circulation than any other daily paper

Selling pianos, phonographs and other musical goods in

Philadelphia

Recognized throughout the world as a musical centre.

WITH more than 100 organizations devoted to the composition and production of music of every type, to suit every taste, Philadelphia offers a big market for makers of musical goods. Thousands of individuals are ardent musicians, buying instruments and other goods.

To help manufacturers of musical goods to route their salesmen so that dealers may be covered economically and efficiently, The Philadelphia Bulletin has prepared a list of the 739 musical goods dealers in Philadelphia and Camden.

Musical goods makers will prosper by advertising because through the Bulletin they can reach nearly every family in and around Philadelphia and Camden.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER

U. S. Post Office report of net paid circulation for six months ending March 31, 1923—505,098

NEW YORK
814 Park-Lexington Bldg.
(46th and Park Avenue.)

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Boulevard

DETROIT
C. L. Weaver
Verree & Conklin, Inc.
117 Lafayette Boulevard.

SAN FRANCISCO
Harry J. Wittschen
Verree & Conklin, Inc.
681 Market St.

LONDON
Mortimer Bryans
125 Pall Mall, S. W. 1.

PARIS
Ray A. Washburn
5 rue Lamartine (9)

Total Circulation of This Issue: 7,000

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 56 NEW YORK, SATURDAY, SEPTEMBER 22, 1923 No. 17

FINISH FIGHT IS EXPECTED IN NEW YORK STRIKE

Unexpected Outlaw Action of Pressmen Meets Solid Opposition From Newspapers—International Officers Attempt Middle-of-Road Course.

By ARTHUR T. ROBB, JR.

STRIKING illegally, New York's newspaper pressmen this week forced a showdown in their campaign to reduce newspaper printing in the Greater City to chaos and anarchy in order to prove their contract with the publishers unworkable. Chronologically, the chief developments in the situation have been:

Arrival at a tentative agreement on hours, one of the principal points in dispute, on Monday, between the publishers' committee and Major George L. Berry, president of the International Printing Pressmen's and Assistants' Union.

Agreement of the local union committee to present this proposition to a meeting of the local union Monday night.

Failure of the committee to keep its promise, followed by a vote to strike cast by 240 members present in meeting of the total membership of 2,000 in Web Pressmen's Union No. 25.

Strike of all pressmen, except some foremen and assistant foremen, in practically every newspaper in Manhattan and Brooklyn, effective at 12.05 A. M. Tuesday.

Refusal of the newspaper owners to deal further with Union No. 25 and demand by them that President Berry keep his promise to cancel the charter of the local and form a new union.

Suspension of the local union charter on Thursday by President Berry and the international union directors.

Submission to the newspaper owners of a new proposal for a contract by President Berry and his associates, which was being considered in joint conference at the Waldorf Astoria when EDITOR & PUBLISHER went to press. This contract, it is understood, is between the international union and the publishers' association.

With their regular forces on the street, the publishers took instant action to assure the city of news service. Every newspaper at once organized a pressroom force from office workers, advertising and circulation department employes, and the scattering few pressmen who had remained on duty. A small number of non-union pressmen was put to work in some offices.

Every plant was in operation and on Thursday, the third day of the emergency, the combined output of the morning papers was over 1,200,000, while on Wednesday the evening papers turned out almost 700,000 copies. Complete figures for Thursday evening papers were not available, but it is understood that their run exceeded that of Wednesday by almost 100,000. All papers carried the head "The Combined New York Morning Newspapers" and "The Combined New York Evening Newspapers," with the name-plates of each paper under the streamer. Each plant followed its regular typography and selection of news and distribution was throughout the circulation area as usual. Eight-page papers were printed after the first day.

Plans for Sunday issues, in case the strike remains unsettled, call for an 8-page news section with such other sections as can be turned out in each plant. Full crews were kept at work in all other mechanical departments.

Philadelphia newspapers, the Inquirer especially, rushed large editions into New York. The Inquirer is said to have sent 200,000 copies by special train on Wednesday, the heavy play given New York news in the edition creating a wide sale. The Christian Science Monitor rushed 5,000 copies by airplanes from Boston. Suburban papers also found an eager reception.

Advertising in the combined New York papers was limited to small financial, theatrical and classified, all large display copy being omitted. Several department stores' executives interviewed by EDITOR & PUBLISHER declared that their sales had not suffered from lack of two days of newspaper advertising, expressing surprise that any falling off should have been looked for in so short a time. They regard newspaper advertising as a cumulative force supplementing the reputation of the stores for meritorious wares, they said, and will not resort to other media unless the strike continues longer than anyone expects. Some of the stores are sending broadsides to their customers, others are posting proofs of their scheduled newspaper copy in their windows. None of the out of town newspapers have yet carried any New York advertising, although several of the suburban papers have secured new department store business.

As to the strike itself, and the events leading to it, its occurrence was not expected. Since September 1, when the previous contract expired, negotiations had been progressing between the publishers and the international board of directors. The local union in July had agreed to conciliation with the publishers, any unsettled points to be referred to the international board for direction as to future procedure. The conciliation meetings broke up after two sessions, the local union committee refusing to discuss matters after hearing what the publishers proposed. President Berry and the international directors then opened negotiations direct with the publishers, warning the local union that a strike on expiration of the contract would not be sanctioned.

Strike talk was thick in the air on August 30, but President Berry succeeded in securing postponement of a vote to September 10, which was again postponed until September 17. Meanwhile the international directors and the publishers carried on their parleys,

BLINDFOLDED! By C. R. Macauley

THE COMBINED NEW YORK EVENING NEWSPAPERS

Founded 1801—Vol. 122 No. 56 WEDNESDAY, SEPTEMBER 19, 1923 THREE CENTS

NEW YORK JOURNAL
THE EVENING MAIL
New York Evening Post
The Sun
The Evening Telegram
The Evening World
The Brooklyn Citizen
BROOKLYN DAILY EAGLE
THE STANDARD UNION
Brooklyn Daily Times
New Yorker Herold

Coolidge's Boom For Nomination In 1924 Checked

Corfu and Fiume Crises, if Continued, Will Go to League

Striking Pressmen Threatened With Loss of Charter

Ward's Attorneys Call 17 Witnesses To Help Defence

Detectives Face Bribery Trial Today

Purchasing Power of Dollar Lowest in June

Foresees Jam in Suburban Traffic

Spain Sending New Chief to Morocco

Jersey Trolleys to Ask 10-Cent Fare

Cuban Veterans Work For an Honest Cuba

Hard Coal Miners Return to Work

Regulars Victors In Primary Here; Balloting Is Light

U. S. Rejects League Arms Control Pact

Berkeley Insurance Losses $4,000,000

Mystery in Death Of Hospital Nurse

Lieut. William Flies 266 Miles an Hour

Baldwin to Visit Poincare in Paris

Regular Republicans Win in Philadelphia

Yom Kippur Observance To Begin at Sundown

with the result on September 17, agreement had been reached tentatively on a change in hours from 48, day or night, to 42 night and 45 day per week. The publishers' committee agreed to report this to the owners and President Berry reported to the local committee, which informed him that it would place the proposal before the meeting that night.

So far as can be learned, the proposed settlement was not mentioned at the local meeting held in an East Side hall, with 240 members present, including President Simons, all of the chapel chairmen and a large proportion of junior members of the union. President Berry, who is not on friendly terms with the New York union, did not attend the meeting, on advice of the local committee with which he had conferred during the day. His absence was made the excuse for a strike vote by the local union officers and the show of hands on the call was reported to be unanimous. Chapel chairmen were instructed to return to their offices at once and call out their forces. They did so, and the only newspapers which were able to operate Tuesday morning were the Corriere D'America, which printed in English for the day, the New York Call, the union-owned daily, which has been printing lengthy reports of the strike developments, and the Commercial, which was not a party to the contract. None of these papers has had any pressroom walkouts.

President Berry returned to New York the following morning and ordered the men back to work, threatening to revoke their charter if they did not obey. He issued a public statement calling the strike illegal and promising that the international would make every effort to print the newspapers. The publishers' association issued a long statement to the effect that the newspaper owners had made substantial concessions to the union demands, that they were paying and were willing to continue to pay the highest pressroom wages in the United States, and that the outlaw strike was the first of any kind in more than 30 years on the New York papers.

Efforts of Major Berry to bring the union back to negotiations with the publishers failed.

The publishers definitely refused to deal further with the union which had broken its obligations to the newspapers and had defied its international officers and called on Major Berry to organize a new local in accordance with his promise. They reiterated their willingness to arbitrate all questions with the international or with a new local, and declared that pending establishment of a new local, they would continue to print their combined newspapers independent of the old local organization.

President Berry meanwhile hesitated to revoke the local charter, so long as there remained any possibility of compromise. He informed the union that its strike action had automatically suspended its charter and formal action of the international board to this end was announced Thursday. He also stated to the local members in meeting that he would not revoke their charter pending the outcome of conferences with the newspaper proprietors as distinct from the publishers.

President Simons proposed at this meeting that the men would return at once provided they received continuance of the present wage scale of $45 and $48 for journeymen, with other scales as at present, and adoption of the hours and working conditions in effect prior to the Manton award of March 1, 1922. This demand in effect was for return to the six-hour night and for relaxation of the publisher's control over the operation of his plant which the Manton award abolished. It was not even discussed by the publishers.

Major Berry proposed at the meeting that the dispute be referred to a nine-man board of mediation, three to be elected by the publishers, three by the union and three by the first six. The union members declared that they would not agree in advance to be bound by this board's decision.

Thursday morning the international directors went into session at the Waldorf-Astoria at nine o'clock. They discussed a proposal for a new contract to be made for the time being between the international union and the publishers' association and late in the afternoon notified the newspaper proprietors that they would welcome a conference on its terms. This was granted without delay and the joint meeting was still in session when Editor & Publisher closed this form. Its outcome was not known, nor were the terms of the contract presented by the international union.

The local union, in addition to the change in hours demanded and tentatively granted in modified form, also called for an increase of $6 to night men and $9 to day men, equalizing wages at day and night at $60 a week for pressmen-in-charge, $54 for journeymen, and $38 for junior pressmen. Another demand was for an extra man on sextuple presses. This man was removable by the foreman, under the Manton contract.

Under the Manton award, pressmen, who had been working six hour nights and on Fridays, Saturdays and Sundays, had been receiving overtime after six hours, were required to work any eight hours in twelve at regular scale. The shift hours began and ended at 7 a. m. and 7 p. m., and disputes over this point resulted last Election night in a walkout in the Evening World plant, evening paper pressmen refusing to work after 7 p. m.

The World also suffered last Sunday from a strike of several press crews, which compelled omission of some editions of the Evening World and of a number of sections from the Sunday edition.

Newspapers affected by the strike are the American, Herald, Times, Tribune, World, Journal of Commerce, Morning Telegraph, Daily News, Staats-Zeitung, Il Progresso Italo-Americano, Evening Journal, Evening World, Evening Post, Evening Telegram, Sun, Evening Mail, Brooklyn Eagle, Brooklyn Standard Union, Brooklyn Citizen, Brooklyn Times, and the New Yorker Herold.

In addition to the combined newspapers issued, the publishers' association broadcast some news from WEAF, the radio station of the American Telegraph & Telephone Company. The Standard Union also sent news bulletins, prepared under direction of Joseph J. Early, managing editor, to 160 Brooklyn and Queens motion picture houses each afternoon, omitting all reference to itself as the originator of the information upon representations of other Brooklyn papers that such reference would give the Standard Union an unfair advantage.

Newspapers from as far away as Philadelphia and Boston were rushed to New York distributing centers in dow town and up-town shopping districts.

Willis J. Abbot, editor of the Christi Science Monitor, announced in Chica Tuesday that an extra edition of newspaper was issued in Boston and 5,(copies rushed by airplane to New Yo It is believed this is the first time the a plane has been used to supply the pub with newspapers in connection with strike.

All Philadelphia newspapers print extra editions bearing "New York Extr on the ears.

Newspapers from New York subur however, did the best business. T Yonkers News-Statesman printed 30,(extra copies, giving the late baseb scores. The Bronx Home News, Long Island City Star, the Flush Journal, and the Morristown (N. Record, were among others who hasten to supply the reading public with ne Newark, Hoboken and Jersey City pap were also on sale.

Meanwhile, however, circulation of "Combined New York Evening Ne papers" and the "Combined New Yo Morning Newspapers" began slowly steadily to increase, as amateur pr hands became more expert.

How these combined newspapers w printed by volunteers from the busine circulation, and advertising departme of the various newspapers, is interesti in itself. The case of the New Yo Times, perhaps, is typical of them

As soon as it became known the pre men had walked out, large numbers men from these departments volunte to fill the gap. Arnold Sanchez, assist business manager of the Times, t charge of organizing the advertising department.

"More men applied for this extra w than we could possibly use," he said.

"These amateurs working all ni until 7:30 a. m. were able to turn ou total of 290,000 copies.

While no news room men were bei used to fill the places of the strikers, so volunteers from the mechanical depa ment were utilized. Charles Hart, n chanical superintendent, and his assist proved very valuable, Sanchez said.

Not one union pressman of 170 e ployed by the Times remained at work.

(*Continued on page 26*)

The Combined New York Morning Newspapers

New York American
THE NEW YORK HERALD
The Journal of Commerce
DAILY NEWS
The Morning Telegraph

The New York Times.
New York Tribune
The World.
New-Yorker Staats-Zeitung
IL PROGRESSO ITALO-AMERICANO

Vol. LXXXIII No. 28,066 Wednesday, September 19, 1923

Peters Not in Gunman Car, Ward Admits

Visit by Lloyd George Expected by Coolidge

Oklahoma's Legislators Defy Walton

White Star and Cunard Merge Pleasure Service

Wilson Ready To Run Again, Say Friends

Pressmen's Chief Orders End to Walk-Out at Once

Press Strike Is Denounce As 'Outla

U. S. Army Wins 3d Polo Game, Retaining Title

Randles Denies Enright Forced His Retirement

Plane Anchored to Airship as They Fly at 1,000 Feet Height

Hylan Virtually Out of Danger Now

Prince Puts Royal Seal on Flapjacks

EDWARD W. BOK ESTABLISHES AWARDS FOR ADVERTISING MEN

Eight Annual Prizes to Be Presented Under Direction Harvard Business School—Publishers Will Be Honored for "Distinguished Service"—Plan Wins Hearty Approval

By JAMES M. MOSELY

THE action of Edward W. Bok, noted editor, in establishing eight annual awards for the best newspaper and magazine advertising each year, announced this past week to be conducted under direction of the Harvard Graduate School of Business, has been received as one of the most significant steps in advance in recent years for advertising.

Letters expressing enthusiastic approval of the annual award plan as one which will raise the standards of modern advertising, give a great impetus to the movement for "truth in advertising" and create a new appreciation on the part of the public of the importance of advertising as a great business force, are inundating the Harvard institution. Leaders in business, in statements to EDITOR & PUBLISHER, also heartily praise Mr. Bok for his move.

The 1922 awards in the series of Pulitzer prizes had just been announced last Spring. Richard J. Walsh, editor of Collier's and himself a writer of advertising, commented editorially:

"Here are rewards for the best play, the best biography, the best newspaper editorial, the best novel, the best book of poems, and so on. Why has not the time come for someone to encourage better advertising writing by offering an award for the best advertisement during a year?"

Edward Bok read the editorial—it is characteristic of the man that he does not try to take full credit for the idea itself—and he turned it over in his mind. The idea appealed to him. Bok is a close friend of Ellery Sedgwick, editor of the Atlantic Monthly, who is a member of the Board of Overseers of Harvard College.

The former editor of the Ladies Home Journal requested Mr. Sedgwick to sound out the Harvard authorities as to whether or not the plan of such awards, if placed under direction of the School of Business, would be acceptable. Mr. Sedgwick took the matter up with Dean Wallace B. Donham of the School of Business and President A. Lawrence Lowell, both of whom approved it. The cooperation of the School of Business in handling the complete detail was pledged.

Mr. Bok did not lay down the exact manner in which he wished the plan operated. Instead, he outlined what he wanted it to stand for and left it to the college authorities to submit to him what they felt should be the form of operation. Neil H. Borden, assistant dean, at Mr. Bok's summer home, Camden, Me., made the final arrangements as to this form of operation.

It originally had been expected that the plan would not go into effect until January, but Mr. Bok decided that October is the time when business executives, back from vacations, are getting into harness and consequently plans were pushed so that the first group of rewards can be made for work between October of this year and October of next. There will be a gold medal and $8,500 in cash prizes each year.

Members of the jury, who will receive compensation and who will act on the various classes of contestants, will be chosen within a short time. The selection of the judges will be made by the Harvard Business School under direction of Dean Wallace B. Donham.

There will be three main classifications of awards—for distinguished personal services, for the planning and research of advertising campaigns and for distinguished individual advertisements in newspapers and other publications.

Assistant Dean Borden, in outlining the purpose of the awards in an interview with EDITOR & PUBLISHER, brought out that newspaper publishers, trade paper editors, writers and others will be given consideration in the decision of the judges as to who during the year does the most distinguished personal service for advertising, for which a gold medal will be presented.

Three prizes of $1,500 each will be awarded in the second class for planning and research of advertising campaigns which have been directed primarily through newspapers and periodicals, one a national campaign, another a local campaign and for scientific research in advertising.

Still a further group of four prizes of $1,000 each for excellence in the technique or substance of particular advertisements, which have come to the attention of the jury of award and which have appeared in established American or Canadian newspapers or periodicals, will be presented. The announcement of the first winners will be made the first week in January, 1925.

While the plan, as announced and as reproduced in detail further in this article, will hold good for the first year, the Harvard authorities made it plain that, if advisable, the college will make such changes in future years' plans of operation as experience shows is wise. Having started the plan and agreed to finance it, Mr. Bok will leave the entire working of it to the School of Business and will not attempt to interfere in the detail.

"I want to make people think and at the same time encourage merit." That in brief explains in his own words the purpose of "Eddie" Bok, one time poor immigrant boy from Holland, now retired from active work to devote the remainder of his life to furthering the public good.

Mr. Bok's establishment of a $100,000 reward for a peace proposal likewise is not intended so much to bring about world peace immediately or directly as it is to make people think about that subject. Down in Maine, where Mr. Bok's summer home overlooks Mt. Desert Island, he has offered a prize to the boys' baseball team of Camden.

The other day he went into the Camden hotel to have a hair-cut. While he was covered with the usual barber shop curtain of white, a friend walked in. Another came, too. One had heard about the $100,000 peace award proposal, the other about the baseball prize disclosed the day before.

"Congratulations!" they chorused. "That was a fine award!" Mr. Bok nodded in assent.

"Yes," the first man insisted, "I read about that award in a German paper to which I subscribe—there was a long editorial comment on your well directed generosity."

The other man, not knowing anything about the peace award, looked suspicious.

"I don't believe it," he boomed. "Why, Mr. Bok only told the team yesterday—"

"Gentlemen! Gentlemen!" Mr. Bok calmed them. "You are speaking of different matters. My friends don't seem to be able to keep up with my awards."

In fact, around Camden it has been suggested, good-naturedly, to Mr. Bok that he change his name to "Ed-Award" Bok.

The editor was insistent that individual ability should be rewarded.

"It was decided that in the case of meritorious advertising that interested the judges, the firm which was responsible for the advertising should be called on to designate the man who had done the work," Assistant Dean Borden emphasized.

"Mr. Bok kept insisting upon that idea —personal reward. 'Now see here,' he said as we were discussing the most distinguished personal service to advertising done by any one person and culminating within the year, 'this winner will, more than likely, be a manager or director. Don't you think so? He will already have a big position—so I don't believe he will want money as a reward. Let's give him a gold medal! He will like that better.'"

When Mr. Bok was editor of the Ladies Home Journal a little over three years ago voluntarily, although in A-1 health and at the full tide of his remarkable success, to "retire," he since has written "The Americanization of Edward Bok," a biography which was awarded the Pulitzer prize as the best biography, has twice turned down the offer of the job of Minister to Holland, has written several other books and has established several liberal annual rewards.

As an editor, Mr. Bok was well known as an uncompromising fighter for clean advertising and in particular he opposed patent medicine fakers. He wrote advertising about the features of the Ladies Home Journal. In his autobiography he confesses that "the science of advertisement writing" . . . "the capacity to say much in little space," appealed to him even more strongly than the writing of his literary letter, his editorials and his book reviews. He always believed in the use of typography which is really attractive, plenty of white space and artistic pictures.

In the early days, when he and Mr. Curtis were having their struggles, the two were opening the mail rather anxiously one Friday. The payroll "ghost" was scheduled to "walk" that night and there were insufficient funds to pay the help. A check, certified, in five figures, rolled out for a contract for five pages or its equivalent. It looked tempting. But the advertising was for a product which Mr. Curtis did not think should be in the magazine.

Without the slightest hesitation, he slipped it back into the envelope, saying, "Of course, we can't take that!"

He returned the check and went out and borrowed enough money to meet the week's payroll.

In establishing the Harvard awards, which, it should be noted, go under the name of Harvard, not Bok, Mr. Bok stressed that he wanted the subject of clean and truthful advertising to have a prominent part in the decisions.

The Harvard School of Business is today a national institution. Last year's enrollment numbered 507 students, all graduates of colleges. They were from 158 colleges, 43 states and nine foreign countries. Only 20 per cent of the men were from Harvard. Ten per cent of the men hailed from California.

The school, which was founded in 1908, bases its instruction largely on the "case" plan, an idea borrowed from schools of law. It has 30 men on salary who spend their full time mingling with executives in business to gather material for their case problems. The school has published five textbooks, based on the "case" idea, one or more of which are used in 105 colleges. That it is filling a need in the business community of the country is indicated by the fact its graduates are yearly snapped up by business firms and the supply does not equal the demand.

Dean Donham, who will be a prominent figure in the operation of the Bok plan, formerly was vice-president of the Old Colony Trust Company of Boston. He has had a very large business experience. In recent years, in addition to his work at the college, he has handled important bankruptcy cases, among them those of the Northwestern Leather Company and the Bay State Railway Company.

"These awards are offered in the conviction that advertising, wisely utilized, is a great economic power to broaden markets and decrease the cost of distributing goods, but, if unscientifically employed, is wasteful to the community," the university announces. "The focusing of public attention on the successful practical use of advertising through a recognition of meritorious work will, it is hoped, stimulate improvement in advertising, thereby making it serve business and society even more effectively."

Details of the awards are as follows:

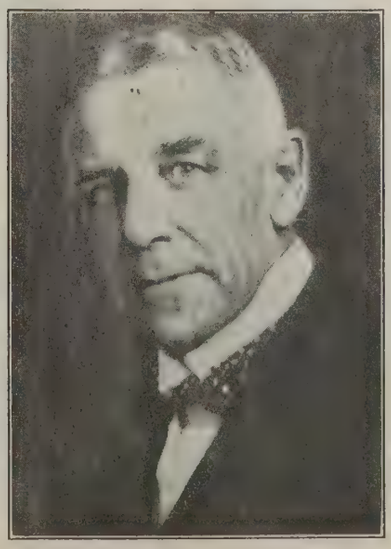
The prizes will be given for the best work in advertising within the terms of the several awards in accordance with the decisions of a Jury of Award appointed by the Dean of the Harvard Business School. Since from an administrative standpoint some limitation is essential, these awards are restricted to newspaper and periodical advertising and to advertising research done in the United States and Canada. Obviously, it will be impossible for the Jury of Award to survey the whole field of publicity. Consequently, in order to insure consideration, all advertisements and all manuscripts, when required, must be submitted to the secretary of the Harvard Business School in accordance with the regulations set forth in this announcement. However, any advertising within the scope of the awards which may come under the attention of the jury may be considered.

To the end that truth shall be recognized as a factor of greatest practical value in advertising, the jury is instructed to lay particular stress on accuracy and fair statement in all manuscripts and advertisements considered.

For the current year in all awards only advertising published or advertising research conducted wholly or in part during the period from October, 1923, to October, 1924, are eligible for consideration. In awards involving advertising campaigns where only part of the copy has actually appeared during the year, the whole series of advertisements may be submitted, but only as part of the campaign and not for consideration for the individual advertising awards.

The awards shall be under three classifications:

First: *For Distinguished Personal Service.* A gold medal will be given to the individual who is considered by the



"Better advertising" is responsible for the Edward W. Bok awards announced this week. The donor is famous as an editor.

Jury of Award to have done most to raise the standards of advertising through acts performed or brought to a culmination during the year. The jury will include publishers as well as advertising men.

Second: *For Planning and Research.* Three prizes of fifteen hundred dollars ($1,500) each for advertising campaigns or systematic research. These awards will be given for the best advertising campaigns and for the best advertising research which is believed by the jury to be of practical or scientific value. Only advertising campaigns which have been directed primarily through the media of newspapers or periodicals may be submitted. These awards require submission of manuscripts, as later described.

1. *For a National Campaign.* This award will be given for the advertising campaign of the year which has come under the consideration of the Jury of Award, as the campaign most conspicuous for the excellence of its planning and execution which seeks publicity on a national scale or over a large territory for products or an institution.

2. *For a Local Campaign.* This award will be given for the advertising campaign of the year which has come under the consideration of the Jury of Award as the campaign most conspicuous for the excellence of its planning and execution which seeks publicity in a relatively limited territory or in a single locality for products or an institution.

3. *For Scientific Research in Advertising.* This award will be given for the advertising research of the year which has come under the consideration of the Jury of Award as most conspicuous because (a) it has brought about economy or secured efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising, or (b) it has reduced or precluded unwise and wasteful expenditure in a specific advertising program. Research connected with any advertising campaign which receives an award under (1) or (2) above will not be eligible also for this award.

Third: *For Distinguished Individual Advertisement.* Four prizes of one thousand dollars ($1,000) each for excellence in the technique or substance of particular advertisements which have come under the attention of the Jury of Award and which have appeared in established American or Canadian newspapers or periodicals.

1. For the advertisement most effective in its use of English.
2. For the advertisement most effectively accomplishing its purpose in a few words, with or without illustration.
3. For the advertisement most effective in its use of typography.
4. For the advertisement most effective in its use of pictorial illustration in any form.

General Provisions

In order to carry out the desire to encourage individual merit each money award accompanied by an appropriate certificate will be given to the individual responsible for the successful work. In the case of every entry the name of the individual responsible for plan, copy, or illustration must be determined in advance of the final awarding, and any award will be given to the contestant thus formally accredited.

An appropriate certificate, and in the publication of awards, suitable recognition, will also be given to the firm or corporation with which a successful contestant is directly associated.

To insure consideration by the Jury of Award any individual or organization may submit manuscripts describing the planning and execution of a campaign, bringing out the reasons which were weighed in determining particular decisions made and lines of action followed. Presentation of the following basic elements in the planning and administration of any such campaign will be helpful to the jury in its consideration of a manuscript.

1. The market analysis or study upon which the advertising program was based.
2. Particular problems met in adapting the advertising to marketing conditions and the methods used to meet these problems.
3. The objectives chosen for the campaign and why these were selected.
4. The choice of the advertising appeals as governed by the analysis of the product and the study of motives controlling possible purchases of the product.
5. The reasons governing the preparation of copy and art treatment adopted.
6. The method of determining the appropriation for the campaign.
7. The considerations governing the choice of media, including media reinforcing the newspaper and periodical advertising.
8. The consideration of factors involved in scheduling the advertising.

For the award for Scientific Research in Advertising under the classification Planning and Research, sufficient evidence should be submitted to show the scientific basis and practical value of the research.

Manuscripts submitted must not exceed five thousand words, exclusive of advertising copy or other exhibits which may be appended.

Manuscripts must be typewritten on one side of plain paper. They must not be rolled or folded.

Manuscripts must not bear the name of the author or organization or contain anything by which the author or organization may be identified. Identification should be made by an accompanying letter addressed to the secretary of the Harvard Business School which will not go to the jury. Identification of the author or organization will in no respect be revealed to the jury until an award has been agreed upon.

All advertisements submitted for awards must as far as practicable be taken from the run of press.

Advertisements should be mounted upon Manila tag paper of the basis of 22½ inches x 28½ inches—100 lbs., on that one of the following sizes of sheet which each advertisement shall most nearly fit, viz.:

20 inches x 25 inches.
12 inches x 15 inches.
9 inches x 12 inches.
7 inches x 10 inches.

For double spreads the mounting paper may be doubled in dimensions and then folded after mounting.

Each advertisement not incorporated as an exhibit with a manuscript should have attached an envelope containing the name and address of the individual to whom the award should go if the advertisement is deemed best by the jury. It should not bear any other distinguishing mark which may identify the contestant.

All manuscripts will be held confidential by the Harvard Business School and the Jury of Award and will not be used or published without the consent of the author. Material submitted, however, cannot be returned to those submitting it on account of the practical difficulties involved.

All manuscripts or advertisements must be received at the office of the secretary of the Harvard Business School by 12 o'clock noon on October 10, 1924. Announcement of the awards for the year October, 1923, to October, 1924, will be made during the first week of January, 1925, or as soon thereafter as practicable. The Jury of Award may withhold at its discretion the awarding of any particular prize or prizes.

The Harvard Business School reserves the right to make any regulations which may become expedient in the administration of these awards or to modify the terms thereof.

The Jury of Award will be appointed each year by the dean of the Harvard Graduate School of Business Administration from among business and professional men who by training and experience are considered especially fitted to serve as judges.

DAVENPORT TIMES SHIFTS

Changes in Business Office and Advertising Staff Announced

E. P. Adler, publisher of the Davenport (Ia.) Times, a Lee syndicate paper, announced many changes in the business and advertising staffs as the result of the death of Al F. O'Hern, business manager.

Fred Russell, advertising manager for two years, has been made business manager, and Leland M. Turnbull, advertising staff member two years, is the new advertising manager. Willis A. Weld is made copy department manager; Joseph Klouda becomes manager of the real estate and classified departments, and Frank Gorman, compositor, enters the advertising staff as a solicitor.

Newspaper Plant Nears Completion

The Norristown (Pa.) Evening Register is rapidly pushing its new home to completion, and it will be finished in a short time. All of the machinery is also on hand.

EVERYBODY HAPPY HERE

When Mrs. William Randolph Hearst sailed away for a vacation in Europe, two well known newspaper men went down to the Homeric to wish her well. It is rumored W. R. H. (left) will join her in France next month, but Arthur Brisbane (right) will stay on the job.

NEW ENGLAND AD MEN MEET TOMORROW

Cyrus Curtis, Who Was a Newsboy in Portland, Me., Will Be Chief Speaker Monday at Convention There

The fourth annual convention of the New England Association of Advertising Clubs opens tomorrow, Sept. 23, at Portland, Me., to continue until Sept. 25.

The program commences Sunday with a reception at the City Hall at 3:30 P. M., followed by an organ recital by the Municipal Organist, Edwin H. Lemare. Rev. Dr. Henry Stiles Bradley will talk on advertising at 4:30.

An address by Cyrus H. K. Curtis, publisher, scheduled for 10:45 Monday morning, is the feature of the program. Mr. Curtis was born in Portland and began his career selling newspapers on the streets of that city. Lou E. Holland, president of the Associated Advertising Clubs of the World, is another speaker.

Other addresses will be made by Governor Percival C. Baxter, Mayor Carroll S. Chaplin, John Calvin Stevens, president Portland Chamber of Commerce, Harold F. O'Keefe, president Portland Ad Club, and Chester I. Campbell, vice president of the New England District A. A. C. W.

Monday afternoon and all day Tuesday will be given over to discussions on the theme "How We Build New England Business."

Fred G. Hamilton is chairman of the convention, while Harrie B. Coe is secretary and James A. Travers is the treasurer of the association.

O. K. ON K. O. STILL PICTURES?

Huntington (W. Va.) Advertiser "Almost Indicted"

Judge George W. McClintic, of the United States District Court for Southern West Virginia, urged the grand jury at the opening of the September term of the federal court to indict the Huntington Advertiser, an evening newspaper, for publishing pictures of the Dempsey-Firpo fight. Later, however, the judge withdrew his request to the grand jurors following a conference with U. S. District Attorney Elliot Northcott.

Judge McClintic held that the federal statute prohibiting transportation of prize fight pictures extended to newspapers as well as to motion picture films, while Northcott contended the Advertiser did not know it was violating the law in publishing the fight photos and that such action was without precedent.

Washington authorities backed up Northcott's stand. Newspapers in the capital have made free use of pictures of the championship bout.

PAPER STAGES BIKE RACE

Victoria (B. C.) Colonist Awards Silver Trophy in First Annual Event

Staged by the Victoria (B. C.) Daily Colonist, a bicycle race over an eight and one-half mile course was held before a large crowd of spectators. Forty riders entered the competition, the winners being divided into five classes, a silver trophy and gold medal being awarded to the leader in Class A, Charles Staples.

Prizes were presented at a public meeting by Brig. Gen. R. P. Clark, who was introduced by J. L. Tait, manager of the Colonist. The Colonist has planned to make the bicycle race an annual affair, believing interest in the sport is on the increase in Canada.

English Ad Man Visits New York

W. M. Teasdale, advertising manager of the London & North Eastern Railway, arrived yesterday on the Berengaria and is in New York at the Waldorf-Astoria.

LLOYD GEORGE TO MAKE FIRST ADDRESS IN U. S. AT A. B. C. DINNER

Britain's War Premier Also to Be Guest at Big Chicago Mass Meeting, Oct. 17—Inland Press Association Meets Same Week at Nearby Hotel

DAVID LLOYD GEORGE, Great Britain's War Premier, will be the honor guest of the Audit Bureau of Circulations at the dinner at the Hotel La Salle, Chicago, Oct. 17, on the occasion of the tenth annual meeting of the bureau. Following the dinner, the A. B. C. and the Association of Commerce, together with other organizations in Chicago, will be hosts to Mr. Lloyd George at a mass meeting to be held in the Auditorium Theater, at which the distinguished visitor will make his first and principal speech in America.

Mr. Lloyd George will be the guest of Secretary of Labor James J. Davis at Moose Heart, and will be feted by the Loyal Order of Moose. He will arrive in Chicago Oct. 16, and will be met by a committee of leading citizens representing all phases of the city's social, political and industrial activities. Mr. Lloyd George is particularly interested in getting his message across to publishers of daily papers in the United States and Canada, and is desirous of meeting as many of them as possible during his visit to Chicago.

And the attention of the North American publishing and advertising world will be directed to Chicago that week. In addition to the A. B. C. convention, there will be many other gatherings of like nature. The ninth anniversary of the bureau's founding will be celebrated. The convention and anniversary festivities are scheduled for Oct. 17-18. Election of directors of the bureau for the ensuing two years will take place at 2 P. M. Oct. 18, and the present members of the board of directors will be reappointed or replaced with new men.

The present directors are: W. Laughlin, Armour & Co., Chicago; F. R. Davis, General Electric Co., Schenectady; B. H. Bramble, American Chicle Co., Long Island City, N. Y.; L. B. Jones, Eastman Kodak Company, Rochester; E. E. Taylor, Carnation Milk Products Company, Oconomowoc, Wis., and C. C. Younggreen, J. I. Case Plow Works Company, Racine, Wis., resigned.

Other positions up for reappointment or appointment are:

Advertising agent, Frank Seaman, New York, incumbent.

Newspaper, W. A. Strong, Chicago Daily News, incumbent.

Magazine, S. R. Latshaw, Butterick Publishing Company, New York, incumbent.

Farm paper, B. Kirk Rankin, Southern Agriculturist, Nashville, incumbent.

Business publication, E. R. Shaw, Power Plant Engineering, Chicago, incumbent.

In addition to the directors and other officers, there will be many important matters which will come up before the different divisional meetings of the convention. In a recent bulletin all members of the organization were urged to attend.

The dinner of the A. B. C. each year has become famous among advertising and publishing men and they predict that the one in October will "beat 'em all."

On October 16-17 the big Inland Daily Press Association meeting will be held at the Morrison Hotel, just one block down Madison street to the east. Senator Irvine L. Lenroot, of Wisconsin, is scheduled to address the Inlanders Oct. 17, his subject being "The Press and the Government." Frank Carroll, of the N. A. N E., also is expected to speak on advertising.

Of foremost importance on the Inland program for discussion and action are the print paper situation, more reasonable second class postage rates, better and faster handling of second class mail, better system of account keeping, more prompt system of paying accounts, better system of increasing subscriptions. The association represents 247 daily publishers.

TO ENTER EVENING FIELD

N. Y. Call, Socialist Newspaper, Announces Change, Effective Oct. 1

The New York Call published this week a page announcement telling of its reorganization under new management and informing its readers that it will appear as an evening paper Oct. 1.

The Call, which has been published daily for 15 years by the Workingmen's Cooperative Publishing Association, was recently taken over by a group of unions in this city.

The new paper will be published by the Labor Press Association. S. John Block is president of the association; Morris Sigman, head of the Garment Workers, is vice-president; Joseph Schlossberg, treasurer, and Robert W. Bruere, secretary. A preliminary announcement hinting at change in policy and time of publication appeared on the front page of The Call the first day of the pressmen's strike, at a time when it was the only newspaper to be had in New York.

Norman Thomas, formerly of The Nation, is editor of the new enterprise; Heber Blankenhorn, at one time city editor of the New York Evening Sun, is managing editor, and Evans Clark, of the Labor Bureau, is business manager.

It is the intention of the new management, according to the announcement, to so enlarge and improve the paper as to make it a general newspaper rather than one devoted exclusively to the interests.

After Oct. 1 labor will have dailies owned and controlled exclusively by unions in New York, Minneapolis, where the Minnesota Star is published, and Seattle with the Union-Record.

B. W. Fleisher in Tokyo

B. W. Fleisher, proprietor of The Japan Advertiser, has recently been a guest at the Imperial Hotel in Tokyo, while his wife and daughter are still at their summer home in Karuizawa. Wilfrid Fleisher, his son, and his daughter expect to leave for Japan at an early date.

EDITOR & PUBLISHER JAPANESE NEWSPAPER RELIEF

FROM the devastated region of Japan, where work of reconstruction is now rapidly progressing, a publisher of a Tokio newspaper cabled EDITOR & PUBLISHER this week, expressing appreciation of the fund this paper is raising to provide for newspaper men of the Orient, more than 2,000 of whom, it is reported, are out of work and their families destitute.

On the same day was received a telegram from Henry M. Pindell, publisher of the Peoria (Ill.) Transcript and Journal, offering a contribution. To him also EDITOR & PUBLISHER's fund was "thoroughly right."

SEIICHI UYENO

In the cabled message, which was from the publisher of the Tokio Mainichi, besides the expression of gratitude, came further news of the destruction to newspaper plants in the Japanese capital, increasing the first estimate of damages, $10,000,000, by many millions.

"Offices of all the Tokio newspapers, except those of Nichi Nichi, Miyako, and Hochi, were destroyed," the cable reads. The plant of Hochi was badly damaged.

"As yet the total casualties among newspaper men and their families are unknown, but believed heavy. Members of the staff of Nichi Nichi alone lost 18 houses, totally destroyed."

First to rise up from the earthquake's destruction were the newspapers of the stricken city. The same cable contained the information that Nichi Nichi, Hochi, and Asahi are publishing four page editions daily, aiding greatly in the work of relief and reconstruction.

It was from Seiichi Uyeno, managing director of the Asahi, who arrived in New York this week on board the Mauretania from London, that it was learned that more than 2,000 newspapermen in Japan were thrown out of work.

Many of these Japanese newspaper men, Uyeno declared, are penniless and homeless. But all have courage and are ready to make a new start.

The Japanese managing director is in this country to purchase new newspaper equipment to replace that totally demolished in Tokio. His newspaper formerly printed 12 pages daily, but since the catastrophe has been cut to 4. The Asahi was founded 47 years ago by R. Murayama, at present president of the publishing company, and Uyeno's father. Uyeno himself has been in Europe since January.

He also expressed his thanks for the cooperation of EDITOR & PUBLISHER in securing money for relief work among Japanese newspapermen.

Pindell's telegram from Peoria reads as follows:

"Put me down for $100 to Japanese Relief Fund and more if necessary. I believe the fund is the thoroughly right thing to do. A complete accord between the newspaper men of these two great nations will do more to secure lasting peace than any other agency."

To date EDITOR & PUBLISHER's Japanese Newspaper Men's Relief Fund stands:

Contributions acknowledged	$2,596.50
EDITOR & PUBLISHER	500.00
H. M. Pindell, Peoria Transcript	100.00
Ben Mellon	10.00
Total	$3,206.50

On the very day of the earthquake in Tokio, EDITOR & PUBLISHER received a limited number of copies of a book written by M. Ohta, vice-president of the Hochi, entitled "Society and the Newspaper." Up to date in every detail, a well-written account of the Japanese newspaper situation, this book should prove of value to all newspapermen, and especially to students of Japan. While the limited number lasts, a copy will be presented everyone who contributes towards the EDITOR & PUBLISHER fund for Japanese newspapermen. Contributions should be sent to the Japan Fund Editor.

QUAKE PUTS HUGE TASK ON JAPANESE EMBASSY

Oriental Word Signs Uncommunicable by Radio so Messages Are Translated from English and Back Again

Not since the Washington Conference on the Limitation of Armament has the large force at the Japanese Embassy in Washington been put to such a task of handling communications as in the weeks just following the recent disastrous earthquake. Few Americans and fewer Europeans, most of whom are familiar with the ease by which cable and radio communications are sent, transcribed, and given to the world, appreciate the difficulties under which the Japanese labor when it comes to sending and receiving official messages and press dispatches which must be translated from Japanese phonetic syllables into English or French.

Except for a few tentative experiments Japanese and Chinese characters never have been sent by telegraph, cable or radio successfully. For this reason the official messages must be phrased in phonetic words for transmission, words designed so cleverly and accurately as to convey the Japanese meaning or character to the receiver. When the phonetic message is received by the Embassy staff in Washington, it must be translated into Japanese characters. Special blanks with vertical rules are prepared for this purpose and the big staff of translators and character writers are put to work. Once the dispatch has been transformed into Japanese characters it must be re-translated into English.

This huge task makes the staff of the Japanese Embassy in Washington the hardest working organization in the diplomatic service. Most Embassies, even in the times of greatest stress, close up shop at 4 P. M., but it is seldom that the force at the Japanese Embassy does not work nights. During the Arms Conference, the big force, much larger than that maintained in Washington by the representatives of other Powers, had to be kept busy night and day to keep up with the procession.

Since the earthquake, or at least since communications have been established with the stricken areas, the Embassy has been making public daily official reports of the situation; and those elaborate reports, containing the number of dead and injured, and the description of the situation in general as knowledge of the catastrophe increases, all have to be submitted to the tortuous process of double translation before being given to the press.

New York Herald Issues Survey

The Research Department of the New York Herald has recently issued a book, "The Market for Men's Apparel in New York City," designed to assist the merchant of men's clothing and men's furnishings in New York to gain a broader understanding of the conditions governing his market. The book is divided into five sections, as follows: (1) Number and kind of customers; (2) Consumption; (3) Retail outlets; (4) Non-resident New Yorkers who also buy in New York, and (5) Conclusions.

Changes on Davenport Times

Fred Russell, advertising manager of the Davenport (Ia.) Daily Times, has been appointed business manager, succeeding Alexander F. O'Hern. Leland M. Turnbull has been made advertising manager; Joseph Klouda, classified advertising manager; Willis A. Weld, advertising copy department manager, and Frank Gorman, advertising solicitor.

James L. Ferguson a Visitor

James L. Ferguson, managing director of Lever Bros., arrived yesterday from London on the Berengaria and is a guest at the Biltmore Hotel. Mr. Ferguson will make a tour of the country for the purpose of studying advertising methods, particularly in the automobile industry. He will visit Detroit, among other cities.

AMERICAN INDUSTRY MUST CHANGE ITS METHODS OF OPERATION

Expensive and Wasteful Advertising Partially Responsible for High Prices—Ford's Plan of Ads in Local Press Best

By JASON ROGERS

ON every side and in every trade paper related to manufacturing and economics there is a growing feeling that American industry is awakening to the fact that there must be a partial if not complete modification in our methods of operation. One man says distribution and handling is costing too much, another that what they call advertising is too expensive, while others are inclining to the idea that we have gone too far in refinements which cost more money than they are worth.

For a generation or more industry has been drawing more and more people from rural sections to industrial centers on the theory that quantitative production was the final and ultimate goal of all business, and that mere size and traffic would bring its own reward. All industry has been organized on the principle of shipment of raw commodities to certain centers for manufacture and then re-shipment throughout the country.

Instead of buying home manufactured goods the tendency has been to use massed capital first to kill off the local manufacturer and then to force people to buy the so-called standard goods with national distribution. All this has cost and is costing the American public dearly. Fish caught at Cape Cod are shipped to Boston and then re-shipped back to retail dealers on Cape Cod. Wheat is shipped to Minneapolis, processed and re-shipped to country stores in the same place the wheat was shipped from.

Consequently soda crackers which used to sell for 5 cents a pound out of the barrel now bring 30 cents a pound in sanitary packages; shaving sticks at 35 cents in place of shaving soap at 3 cakes for 5 cents, and so on straight down the line. We have loaded the traffic to the point where it is almost certain that reforms must be instituted or our present day big enterprises go by the board.

Henry Ford, the genius of modern industry, has shown us the most marvelous example of quantitative production functioning with greatest known efficiency. Other business will do well to closely study his methods for application to their problems if they are to survive.

Ford found himself with greatly enlarged facilities for output at the end of the war and the price of his cars higher than people would pay for them in sufficient quantities to keep his shops operating at capacity. He realized on the stock on hand, closed down his shops, and reopened with a mark-down which resulted in increased sales warranting still further enormous expansion in facilities.

Very early in the game Ford apparently realized that distribution was going to play a very important part in the selling of a cheap car in large quantities, so he distributed assembly plants in various sections, shipped his product flat, and through consequent economies can make money when others are dangerously near if not in red ink.

Ford has gone a step further. He has apparently found that there is a limit to economical and effective production at a single huge plant. He is segregating his work and various producing units are being located at points where he can make them cheaper and more satisfactorily—closer to cheaper power and sources of basic supply.

While other automobile dealers make and sell assembled cars, made up of units bought from outside manufacturers each with added on profit, Ford has sought to get absolute freedom from their dictation and prices, and to pass on to his customers a large part of the economies that are possible through his simplifying processes.

Not every manufacturer has a product which would justify so complete or independent production and distributing a machinery as that of the Ford car, which eliminates the hordes of middlemen who have attached themselves to the machinery of distribution in most instances, but there are lessons in Ford's methods for those smart enough to see and benefit from them.

While other automobile manufacturers vie with one another to see how much money they can spend in order to sell enough cars at a higher enough price to show a profit for their stockholders, Ford lets the price at which he sells a sound car do most of his advertising and is reported to be arranging to spend $4 a car for newspaper advertising. The pleased customer and more and more cars on the road, are more effective than page ads in the magazines and trade papers.

When Ford has something important to say regarding a price reduction in order to stimulate further sales, he uses space in important newspapers, and lets his dealers do the same in local papers very largely at their own expense. Ford would be forced to add $300 or $500 to the price at which he must sell his car if he indulged in the methods of other manufacturers.

Ford has been envied because he is said to get so much free publicity. Therein lies part of his genius. If any man would find a way to make a good loaf of bread to be sold to the public at 5 cents, he would not have to advertise in order to have the fact known or to get widest possible publicity.

Ford stands in a class by himself because he has largely concentrated on getting the price of his car down through improved methods of manufacture and selling. He has never cheapened quality. A cent saved here, and another there, in the aggregate, accounts for his marvelous performance. With it all the Ford car is made better today than at any previous time, and of better material made up to fixed standards by Ford plants.

In competition with men and concerns whose impelling motive is to get all the profit the traffic will bear, Ford knows no opposition. He does not need patents and trade marks or price maintenance to protect him. He does not need expensive surveys to gather facts regarding economic possibilities, but goes merrily ahead pricing his cars so that almost everybody can buy one either for cash or on the instalment plan.

Henry Ford is on record as having stated that the greatest affliction he could wish on a competitor is their employment of efficiency experts. Viewed in the large it would seem that big business as a rule is obsessed with this disease. There are too many highly paid bosses, too many generals, colonels, parasites and hangers-on in nearly every business I know anything about.

Mere place holders paid small or large salaries fill the shoes of those who should be effectively producing or selling. Industry in all its gymnastics is forced to support an army of those who do not do a real constructive day's work in a month's time. Ford succeeds in getting his production by paying higher wages than others in the industry for stated minimums of output in every detail.

Fish stores doing both a wholesale and retail business on Cape Cod put city retail prices on the fish they sell over the counter from where it is delivered to them by the fishermen. They pay 3, 5 and 10 cents a pound for what they sell for 30, 40 and 50 cents. It is an outrageous imposition on the public. City prices include the amount paid fisherman, a profit for the wholesaler, packing, icing and freight, handling and transportation, to the city retailer, the retailer's profit and house delivery cost, not to mention other details.

Farmers producing milk for the market receive but a very small part of the 20 cents we pay for a quart of milk in the city. I do not know the details of the charges inflicted on the product by those who haul, handle and deliver it, but like others feel they are exorbitant. On the other hand, country prices for milk to city consumers on vacation is 18 or 20 cents a quart, showing that the farmer is just as capable of profiteering if given the chance as the city distributor.

It is just exactly the same regarding practically everything we buy. Everyone along the line is out to add on every possible charge he can. Henry Ford is the only man I know of who operates on a big scale on the other principle, that of making a price low enough to create large consumer demand, and reaching the possibility of meeting that price through efficient quantitative production and restricted profits all along the line.

Many other large businesses have sought to adopt parts of the Ford plan for distribution and sales, but such investigation of their operations as I have been able to make, does not indicate any such purpose of lowering prices through improved or superior production and selling as Ford has done. They merely aim to meet the market and to roll up added profits.

Strange to discover they have thus lost sight of their greatest opportunities. The profit per unit blinds them to the far greater profits to be made by narrower margin on five or ten times the traffic. They hate to reduce prices in order t secure the vastly heavier traffic. The are men brought up in the old schoo They will not awake from their slumber until some one in their line comes alon and applies the Ford method in full.

Expensive and wasteful general ad vertising as indulged in by many bi concerns is also partially responsible fo high prices. It costs more money to tr to induce people to buy high priced good than to force them to buy them at price that are reasonable, through newspape advertising.

Retail distributors of standard good throughout the country will gladly testif that the heavy national advertising i the magazines of manufacturers does no sell goods, and that they would get muc larger sales if the manufacturer use local newspapers over their own signa tures. They know for they are sellin enormous volume through newspaper ad vertising every day.

More and more manufacturers are find ing out that the whole machinery of thei advertising departments and the agencie through whom the business is placed have not as much concern regarding re sults as in getting out pretty lookin copy and making quickest profits fo handling the advertising.

Ford has demonstrated that dealer and outlets will carry the local adver tising burden for a commodity provide they are fairly protected and allowed fair margin of profit.

That there is unlimited opportunity i the United States for new industrial de velopment along the up-to-date line discovered by Henry Ford is obvious.

Let anyone get out a 10 cent shavin stick, in plain paper, to cost dealers sa 5 or 6 cents, backed by reasonable loca newspaper advertising, and he woul have more business than he could tak care of. Those trying to force highe priced stuff on the public through un economic methods, would be forced t meet prices or go in the de luxe class.

If the 10 cent shaving stick is not national possibility, it would be inter esting to watch the result of local dem onstration. If transportation expense i the stumbling block, local manufacturin and distributing machinery could be em ployed.

Instead of sending wheat and corn ou to Minneapolis, Chicago, Kansas Cit and other places to be processed, th people of the various outlying citie would be better off if they manufacture at home under local brands and sold i the readiest market.

The possibilities are limitless. If th banks as at present constituted would no help finance the effort, the people hav it in their power to open new banks whic will use their (the people's) money fo greatest local advantage.

THEY'LL SHOW WHAT THE LADIES CAN DO

What women have done in advertising will be shown Sept. 24-29 at the Commodore Hotel by the New York League of Advertising Women. The committee in charge, left to right, standing —Grace Crawley Oakley, Teresa Jackson Weill, Helen Waldo. Sitting—Helen M. Hill, Minna Hall Simmons, chairman.

RUBBER GLOVE MISSING

San Francisco Printer to Sue Doctor Who Operated on Him

When surgeons operated upon Jerry Wyant, a pioneer printer and linotype expert of the Pacific Coast, they removed a rubber glove from his bladder Wyant, who resides in San Francisco was operated upon about two years ago Three months later another operatior was found necessary and surgeons removed a sponge. Seeking to regain his strength, he went to Salem, Ore., about three months ago to visit relatives..

After a steady decline in health, Wyant submitted to an X-ray. The photo revealed the presence of several small gallstones and a dark substance, which the operation identified as a rubber glove Whether the glove was left in the patient at the first or second operation could not be determined. The glove, found in the presence of three surgeons and two nurses, was sealed in a jar and will be used as "Exhibit A" in a damage suit against the California practitioners.

Son of Special Weds

Christopher George Krogness, Jr., and Miss Annette De Voe were married September 5 in Greenwich, Conn. Mr. Krogness is the son of George Krogness well known special newspaper representative of San Francisco, Cal.

EIGHT HUNDRED SPORTING WRITERS COVER DEMPSEY-FIRPO BOUT

Over Half a Million Words Sent from Ringside to All Parts of Globe—Fully 12,000 to South America—Many Difficulties Presented

ON Saturday morning, Sept. 15, the whole world read accounts of how Mr. Jack Dempsey, of Salt Lake City, U. S. A., knocked out Sr. Luis Angel Firpo, of the Argentine, in three minutes and 57 sanguinary seconds at the Polo Grounds, New York City, the evening before.

More than 800 sporting writers, representing newspapers in all important cities of the United States, were on hand to chronicle the battle. Representatives from South American, Mexican, Cuban, English, Japanese and French newspapers also reported the event.

Western Union alone handled a total of approximately 675,000 words Friday evening from the ringside. Of this number fully 12,000 went by cable to South America at a cost of more than $3,000.

Seventy leased wires were run into the Polo Grounds, each manned with an operator and a sporting editor. Four spaces were provided for radio. Station WEAF broadcasted the fight, with Major J. A. White as announcer. Hundreds of pictures were taken.

No fight ever presented so many difficulties in reporting and transmission.

For this statement there is no less an authority than R. J. Murphy, manager of sporting events, and general inspector of the Metropolitan Division of the Western Union. Murphy has been present at all important fistic engagements during the past twenty-five years in his official capacity, that of arranging for transmission of the news over the Western Union wires.

"The remarkable thing about the Dempsey-Firpo fight transmission," Murphy said, "was that there wasn't a single break in the service. It was 100 per cent from the very start of the evening until after 2 o'clock Saturday morning, when the wires were finally clear.

"To establish this perfection," Murphy explained, "we worked ten days before the night of the fight. Besides the seventy expert operators, we had a wire chief, three supervisors, and three linesmen on hand. Every possible precaution was taken, and the results proved the worth."

Probably the largest cable service ever sent regarding a prize fight was filed from New York for La Nacion, Buenos Aires, on the night of the fight.

W. W. Davies, general representative of La Nacion, said that La Nacion had two special leased wires on the ringside. It published on Saturday morning not only a very lengthy account of the fight but long interviews with Firpo, Dempsey and Firpo's trainer, Sr. Horacio Lavalle.

Of the seventy leased wires, the Associated Press had 3, the United Press Associations, 3; International News Service, 2, and Universal, 2.

In describing how the Associated Press covered the fight, Kent Cooper, assistant general manager, declared that South America was served a more complete report than the general domestic members. More than 8,000 words were sent to Associated Press newspapers in South America and Central America.

Thirty Associated Press newspapers in South and Central America received the special fight service. These newspapers were in Brazil, Argentine, Chile, Columbia, Ecuador, Mexico, Panama, Peru and Porto Rico. Two South American governments, San Salvador and Guatemala, also were given a report of the fight by A. P.

The A. P. sent 500 words to Australia by cable from San Francisco, and a full report of the fight by wireless from San Francisco to the Philippines and Hawaii.

Edward McKernon, superintendent of the Associated Press, with headquarters in New York, explained how A. P. prepared to cover the bout.

"We had at the ringside three general circuits," he said, "one being to serve about 1,000 newspapers in the United States and Cuba, a second exclusively for South America, and a third as an emergency wire, over which we also sent general descriptive stories.

"The chief South American newspaper we serve is La Nacion of Buenos Aires. This paper was able to print as complete a report Saturday morning as that which appeared in the New York newspapers."

The United Press, according to Fred Ferguson, vice-president, sent on the night of the fight from the ringside 3,000 words to South America. Of the total number of words, 1,500 were sent full rate and 1,500 press rate.

"We had a direct special wire," Ferguson said, "serving more than 100 newspapers throughout the States, an exclusive cable wire and a third wire for the United News.

"In South America, the United Press report was handled by La Razon at Buenos Aires, and relayed from there to more than a score of other newspapers in Argentina, Chile, Brazil, Bolivia, Peru and Uruguay, with direct sendings to Lima, and Santiago.

"To the Graphico in Mexico City, the United Press sent 2,000 words Friday night."

Other foreign countries served by the United Press, according to Ferguson, were England, France, Sweden, Japan and Spain. About 500 words on the fight were sent to London, from where they were relayed to the other countries.

George Shor, editor and manager of International News Service, Cosmopolitan and Universal, reported that I. N. S. sent 276 words to Buenos Aires and 3,000 words to Mexico City, El Dorado and Excelsior, Mexico.

In the United States, Shor said I. N. S. and Universal served approximately 86 leased wire clients and 29 ponies.

Other news agencies which covered the fight included the Havas Agency, which sent 1,000 words to South America and 500 words to Paris, and Reuter's, which sent approximately 700 words to London and the same number to Australia.

Isroy M. Norr, acting general manager of Reuter's Agency declared that 45 seconds after Dempsey knocked out Firpo the news was in their London office.

The special New York correspondent of Petit Parisien sent his newspaper 2,000 words on the fight from the ringside.

Three syndicates had leased wires, the North American Newspaper Alliance, the Bell Syndicate, and the McNaught Newspaper Syndicate. Newspapers having special wires to the Polo Grounds included the Chicago Tribune, Chicago Daily News, Philadelphia Public Ledger, Philadelphia Bulletin, Boston American, Boston Globe, Boston American, Washington Star, Washington Times, and the majority of New York newspapers.

Those who reported the fight described it as one of the most difficult they had ever experienced. One sports writer, it is said, started to light his cigar. When he had finished lighting it the fight was over and he hadn't seen a single blow.

Added to the terrific speed of the contest was the difficulty brought about by the poor seating arrangements made for some press representatives.

As an example 200 newspaper reporters were crowded up in the press stand used for covering baseball games. The only way they could see the fight was by climbing up the wire netting. One reporter, representing 75 newspapers, was unable to climb up and also was unable to have even a peep at the championship scramble.

Radio Station MON of the Radio Corporation of America, at Montegrande, near Buenos Aires, probably holds the record for the greatest expense for covering the Dempsey-Firpo fight, as the entire Rocky Point Island station of the Radio Corporation of America was tied up for more than one hour, in order to flash the result of the big fight without delay.

The Radio Corporation of America was besieged by special writers and representatives of South American papers for the week previous to the fight, each publication wanting the right to get their story over first. In view of the heavy expense incident to holding open a transoceanic wireless circuit, and because of the large number of publications that wanted first crack at the news, the Radio Corporation decided to cover the event with their own stations, making it possible for any owner of a receiving set in Buenos Aires to get the news a few seconds after the finish.

At the Broad street office of the Radio Corporation a radiola receiving set with ordinary loud speaker attachments was set up in a special section of the Broadcast Central Office, where a special automatic transmitter had been installed. This transmitter was operated by perforated tapes, much after the manner of the telegraph transmitters used on land lines. Into this transmitter was fed the tape.

The entire aerial equipment at Rocky Point, L. I., over nine miles in length, was taken out of service for this stunt, two trans-oceanic circuits being switched to other less powerful circuits.

At Montegrande at Station MON, Capt. Powatan Page, in charge, listened for the spark note of the New York Station, with the local broadcasting station in full operation, so that the word received from New York could be flashed over the air, announcements being made in several languages.

At the New York office of the RCA special tapes covering practically every emergency had been prepared in advance, much after the method of a daily newspaper preparing advance headlines, etc., on similar events. When the fighters entered the ring, the tape announcing that fact was fed into the machine, quickly followed with other tapes outlining the progress of the fight.

The operations at the New York office were under the personal direction of W. A. Winterbottom, traffic manager of the Radio Corporation of America. Over 1,200 amperes of current were attained in the antenna at Rocky Point.

Jose Campruli, owner of La Prensa, Spanish daily newspaper, published in New York, presided over a meeting in honor of Angel Firpo, Sept. 13, the day before the "Wild Bull of the Pampas" took the count in the second round at the Polo grounds.

Firpo was presented a gold medal and a pair of boxing gloves, paid for by subscribers of La Prensa. The meeting was held at the Union Benefica Espanola, New York City. More than 1,000 persons packed the hall, while 3,000 others gathered in the street to catch a glimpse of the Argentine.

Eighteen consuls of South American republics were on the reception stage. There was much handshaking and felicitation between the fighter and the committee of honor. George A. Brower, member of the Boxing Commission, presented the gloves, keeping the sealed package until the night of the battle.

The names of the men and women who covered the fight for the press of the world follow:

NEWS SERVICES.—Charles W. Dunkley, Carl S. Brandebory, A. J. Gould, V. G. Byers, F. M. Blunk, J. H. Lily, G. W. Turner, Associated Press; Henry Farrell, Jack McAuliffe, Nina Wilcox Putman, United Press Associations; Westbrook Pegler, Jack Britain, United News; Arthur Brisbane, Universal Service; Davis J. Walsh, Jack Lait, Ford C. Frick, Warren Brown, International News Service.

CALIFORNIA—Mark Kelly, Los Angeles Examiner; William F. Dugan, Los Angeles Record; Fane Norton, Los Angeles Evening Herald.

CONNECTICUT—Frank H. Smith, New Haven Register; Dick Howell, Bridgeport Herald; Avery D. Toohey, New Haven Times Leader; C. J. Cassin, Waterbury Democrat.

DELAWARE—Joseph D. McLaughlin, Wilmington, Del.) Morning News; Ben Greenstein, Wilmington (Del.) Evening Journal; Harris Samonisky, Wilmington (Del.) Every Evening.

DISTRICT OF COLUMBIA—Gene Kessler, Washington Daily News; N. W. Baxter, Washington Post; Bryan Morse, Washington Herald; Frederic William Wile, of Washington for London Sunday Times and Japan Advertiser; Denman Thompson, Washington (D. C.) Star.

FLORIDA—J. Parmely, Tampa (Fla.) Times.

GEORGIA—J. P. Miller, Savannah Morning News.

ILLINOIS—John Corkery, Aurora (Ill.) Beacon News; P. J. Ryan, Hungarian Tribune, Chicago, Ill.; Harry Neely, Chicago American; Warren Brown, Ray Pearson, Chicago Herald Examiner; Fred Hayner, Chicago Daily News; Charles W. Dunkley, A. P., Chicago.

INDIANA—Ben Crose, Indianapolis Star.

LOUISIANA—Fred Digby, New Orleans Item.

MAINE—Ray Shaw, Lewiston (Me.) Sun.

MARYLAND—Fred Turbyville, Baltimore Evening Sun; R. H. Pippen, Charles M. Donahue, Baltimore News; Tom Doerer, Baltimore (Md.) Post.

MASSACHUSETTS—Steve Mahoney, Boston Advertiser; Jack Shean, Herman Nickerson, Boston Traveler; Jack Conway, Boston American; George O. Almy, Wm. E. Cunningham, Alex. A. MacLean, Boston Post; W. F. Eaton, Boston Telegram; James M. Durant, Brockton (Mass.) Times; J. H. Burke, Brockton Daily Enterprise; F. J. Collins, Springfield (Mass.) Republican; A. W. Keane, Springfield Union; W. C. Nickerson, Boston, Boston Transcript; Burt Whitman, Boston, Boston Herald.

MICHIGAN—John Crell, Grand Rapids, The Grand Rapids Press; Bert Walker, Detroit Times; H. G. Salsinger, Al Weeks, Detroit News; Harry Bullion, Detroit Free Press; E. W. Dickerson, Grand Rapids Herald;

LONDON ALSO WINS

No man got more out of the Dempsey-Firpo fight than Tom Webster, cartoonist of the London Daily Mail, who wore a Dempsey sweater and waved the American flag and the champion's gloves when he sailed for home.

Frederick A. VanFleet, Lansing State Journal.

MINNESOTA—Sandy McDonald, Duluth Herald; George Barton, Minneapolis Tribune; Edward G. Walker, Minneapolis Journal; Charles Johnson, Minneapolis Star.

MISSOURI—E. W. Cochrane, Kansas City Journal; I. R. Kirkwood and C. E. McBride, Kansas City Star and Times; J. E. Wray, St. Louis Post Dispatch; Leo Heyman, St. Louis Times.

NEBRASKA—Fred S. Hunter, Omaha (Neb.) Bee.

NEW YORK CITY—W. S. Farnsworth, Damon Runyon, Ed Curley, Jake Karpf, Joe McGurk, Bugs Baer, American; George Daley, Bert Igoe, Ned Brown, Morning World; W. J. McBeth, Fred Hawthorne, William Slocum, Jack Lawrence, Joseph Val, Tribune; W. O. McGeehan, Al Steimer, Wilbur Wood, Earl Hampton, Herald; Bernard Thompson, James Dawson, Jack Know, Times; James Sinnott, Sam Taul, Telegraph; Harry Cross, Post; James Crusinberry, Harry Newman, Al Copeland, Daily News; W. H. Hicks, Joe Bannon, Sid Mercer, Warren Brown, Journal; Vincent Treanor, John Pollock, Frank Marney, F. Jenkins, Dick Freyer, Evening World; Joe Vila, Fred Keats, Murray Lewin, Sun-Globe; Nat Fleischer, George Underwood, Frank O'Connell, Fred Lieb, Telegram; Ed Hughes, Mike Casale, Ed Sullivan, The Mail; William Granger, Brooklyn Citizen; Abe Jager, Brooklyn Eagle; William Rafter, Brooklyn Standard Union; Len Wooster, Brooklyn Times; J. M. Watson, Our Navy; Allan Updegraff, The Literary Digest; H. P. Sampairz, Courrier Des Etats-Unis; Loring Pickering, North American Newspaper Alliance; G. Cameron-Emslie, Physical Culture; James N. Young, The American Legion Weekly; John G. Mulder, La Prensa; Harold Ross, The American Legion Weekly; M. O'Connell, Judge; Fred Meyer, The National Herald; Chas. T. Brennan, Collier's; W. P. Sarver, The Associated Newspapers.

NEW YORK STATE—L. H. Stolz, Schenectady, Schenectady Gazette; A. Sayles, Albany Journal; Bill Lipman, Albany Telegram; T. J. O'Neill, Albany Times-Union; John M. Shields, Auburn Citizen; J. B. Parke, Buffalo News; Billy Kelly, Buffalo Courier; T. Flaherty, Johnstown Herald; B. R. Mann, Rochester Democrat Chronicle; Daniel J. Duval, Schenectady Union-Star; Bob Kenefick, Syracuse Journal; H. Homer Thorne, Syracuse Post Standard; Rutherford Hayner, Troy Times; Marty McDonough, Troy Record.

NEW JERSEY—Thomas F. Waldron, Trenton Times; Gerard De Muro, Garfield Guardian; James A. Carmody, Trenton State Gazette; Nick Kenny, Bayonne Times; Theodore Ellick, Camden Post-Telegram; W. J. Bostock, Elizabeth Times; Fred M. Vance, Morristown Jerseyman; George H. Greenfield, Passaic Daily News; A. J. Green, Paterson News; Morris L. Rosenberg, Bayonne Evening News; Bert Dodge, Harry Mendel, Newark Star-Eagle.

NORTH CAROLINA—Bailey Groom, Charlotte Observer; A. D. Mackie, Greensboro Daily Times.

OHIO—J. M. Allison, Bill Phelon, Cincinnati Times Star; Eddie Francis, Akron Beacon Journal; H. W. August, Akron Press; Elmer P. Fries, Cincinnati Post; Ed F. Bang, Ray Campbell, Cleveland News; Henry P. Edwards, Cleveland Plain Dealer; Lew Byrer, Columbus Citizen; Harry L. Kennedy, Dayton Herald; G. R. Pulford, Toledo Blade; M. J. McHale, Youngstown Telegram.

PENNSYLVANIA—Joseph McCarron, Allentown Call; Wilson W. Edgar, Allentown Record; A. M. Powell, Easton Free Press; Charles A. Reilly, Easton Express; V. H. Berghaus, Harrisburg Evening News; Carl N. Netsche, Lancaster Intelligencer; Bob Geeting, McKeesport Daily News; James H. Kirchner, Mahanoy City Record American; Gordon Mackay, Philadelphia Inquirer; James C. Isaminger, Philadelphia North American; J. J. Dugan, Philadelphia Bulletin; William Rocap, Frank McCracken, Jay House, Louis Jaffe, Stoney McLinn, J. S. McGlynn, Philadelphia Public Ledger; Harvey Boyle, Pittsburg Chronicle Telegraph; C. L. Smith, Pittsburg Gazette-Times; J. J. Long, Pittsburg Sun; A. R. Cratty, Pittsburg Press; Regis M. Welsh, Pittsburg Post; Gordon Williams, Reading Tribune; William T. Reedy, Reading Eagle; Sam "Chic" Feldman, Scranton Sunday Telegram; Joe M. Butler, Scranton Republican; Tony Gill, Scranton Times.

SOUTH CAROLINA—J. C. Latimer, Greenville Piedmont.

TENNESSEE—Bob Pique, Memphis News Scimitar.

TEXAS—George W. White, Dallas Dispatch.

VIRGINIA—Tom Hanes, Norfolk Ledger Dispatch.

WEST VIRGINIA—Duke Ridgley, Huntington Herald Dispatch; Clyde Wellman, Huntington Advertiser; Francis J. Mullaney, Wheeling Register.

WISCONSIN—Phil Stitt, Milwaukee Journal.

SYNDICATES—Frank G. Menke, Mr. Koenigsberg, Mr. Gortatowsky, James J. Corbett, Kings Features Syndicate, Inc.; John N. Wheeler, Bob Edgren, Ring Lardner, Bud Fisher, The Bell Syndicate, Inc.; Rube Goldberg, The McNaught Syndicate, Inc.; Thornton Fisher, The Thornton Fisher Newspaper Features Syndicate; Christy Walsh, Christy Walsh Syndicate; H. Kimber, Murray's Newspaper Services, Inc.; Miss Sarah Comstock, A. A. Preciado, Thompson Feature Service; Wood Cowan, George Mathew, Adams Service; Bob Dorman, Nea Service, Inc.

CANADA—Clifford Baker, Montreal Daily Star; Lou E. Marsh, Toronto Star; Jack Corcoran, Toronto Sunday World; B. C. Long Lance, Winnipeg Tribune; Elmer Ferguson, Montreal Herald.

ENGLAND—J. W. T. Mason, London Daily Express; Capt. E. V. Chandler, Tom Webster, London Daily Mail; Percy S. Bullen, S. J. Clark, London Daily Telegraph.

MEXICO—J. M. Duran, El Universal.

SOUTH AMERICA—Manuel C. Hernandez, Buenos Aires Critica; W. W. Davis, Al Mayer, Buenos Aires La Nacion.

CUBA—Joseph Massaguer, Mora, Havana, El Mundo.

PHOTOGRAPHERS—Fred L. Fischl, The Picture Press; P. Trenchard Jones, Fotograms; Frank Merta, Paul Thompson Photographs; Dick Sarne, Ewing Galloway; V. O. Kubes and Fred Must, New York American; Benjamin Amuller, New York Evening Journal; Herbert McCory, Henry Olen, Theodore Dalton and John Tresilian, P. & A. Photos; Jack Price, New York World; Carl Nesensohn, William Wolford and Charles Steffin, New York Times World Wide Service; Joseph Lyons and Edward Pickwood, New York Herald & Sun; Andrew Halbran, George Kadel and Edward Herbert, Kadel & Herbert; Joseph Marsland, Caveo Sileo, Samuel Fox, Mack Barron and Will Ironson, International News Reel Corporation; Bob Dorman, Newspaper Enterprise Association; C. L. Mathieu, I. Kaplan, C. Albers, W. Boesser, United News Pictures; Joseph Barrios, Underwood & Underwood.

PRINTERS' HOME ADDITION

$350,000 to Be Spent for Increased Facilities and Hospital

DENVER, Sept. 19.—Final arrangements have been made for a $300,000 addition to the Union Printers Home at Colorado Springs, according to Charles P. Howard of Detroit, president of the International Typographical Union, interviewed here. This will increase the capacity of the Home 50 per cent, an increase made necessary by the rapidly growing membership. Part of the addition will be a hospital annex completely equipped, including X-ray and surgical laboratories. In addition to the cost of the new buildings, $50,000 will be spent for hospital equipment.

The present hospital annex has already been removed to the rear of the institution, to be used as a segregated unit in connection with the ten colony and solarium for the treatment of tuberculosis and other trade diseases. An entire new wing, including sun porches and sleeping rooms, will be added to the main building. Foundation work for the additions are already under way.

ASKS FOREST FIRE INSURANCE

New York State College Wants Workable Risk System

An important factor in the saving of the forests of the United States would be a workable system of timber insurance, says the New York State College of Forestry at Syracuse. In this connection the college urges public education in forestry as a means to prevent carelessness.

The destruction of the forests by fire through individual carelessness will go on, it is pointed out, until people are brought to a proper realization of the necessity of timberland. Several companies have endeavored to establish in this country an equitable fire insurance on woodland, but they have not persisted. Fire insurance, the college states, would put forestry on a business basis. It would decrease the uncertainty in forest investments, facilitate loans on forest property, and attract capital from all sources.

Sioux City Herald Chartered

Articles of incorporation have been filed of the Sioux City Daily Herald Company, with a capital of $150,000, of which $100,000 must be paid in before the company starts business. The shares will number 6,000 at $25 each. All powers will be vested in a board of directors of not less than one and not more than five members. Until the annual meeting in September, 1924, the board will consist of K. K. Fobes and E. C. Sigler, the incorporators. By the articles Fobes is president of the corporation and Sigler is secretary and treasurer.

MEDILL ASSOCIATION PROVES SUCCESS

Building and Loan of Chicago Tribune Employes Has Prosperous First Year—Has 10 Per Cent Profit

The Medill Building and Loan Association, formed a year ago by the personnel of the Chicago Tribune that they might help each other to build or purchase homes and as a savings institution, has achieved such success that the Tribune ran a story this week telling its family of readers of the first year's work.

During the twelve months the association has authorized real estate loans totaling $297,000 and stock loans of $26,000, a total of $323,000. Out of 1,700 employes eligible for membership, 600 have joined the organization. They have subscribed for 18,600 shares of stock and pay in $4,600 every week.

One fifth of the members have borrowed from the Tribune "bank." Profits divided during the first year, the Tribune's story stated, amounted to 10 per cent on the money invested by the members.

To aid the association in beginning business, the Tribune Company loaned $50,000. The personnel of the Tribune is in complete control of the association, which is organized under Illinois laws. Only conservative loans are accepted and real estate pledged is valued at 111 per cent more than the loans made. The expense of operating the association was .0024 percent of its resources.

The officers of this novel newspaper association are: President, E. M. Antrim, traffic manager; vice-president, Donald Swinehart, composing room; secretary, E. A. Lutze, auditing department; treasurer, Alfred T. Ward, cashier of the Tribune; auditor, W. H. Whalen, business department. Directors are W. J. Merrill, display advertising; William Sandman, circulation department; O. A. Mather, news department; J. M. Hough, engraving department; Thomas E. Costello, stereotype department, and N. E. Meyers, pressroom.

The appraisal committee, which serves without charge, is composed of Holmes Onderdonk, manager of Tribune buildings; D. M. Deininger, auditor and controller of the Tribune, and C. P. Kenning, vice-president of the Union Trust Company and in charge of the real estate department.

VETERAN U. S. PRINTERS FETED

Two Employes with Century of Service Honored by Fellows

Two employes of the Government Printing Office, whose united service covers a century, were honored by George H. Carter, Public Printer, and more than 200 of the older employes on Sept. 13, the 50th anniversary of their employment. They are W. A. (Andy) Smith for the last 48 years in charge of the Congressional Record at the Capitol, and James Nally, who retires next month.

Visitors at the Capitol should remember the corner in Statutary Hall where an alert little man sits behind a bird's eye maple desk. The man is "Andy" Smith and from that desk the work of the Record at the Capitol end is directed. The first telephone used commercially between Government Departments in Washington was a contraption utilized by Mr. Smith to communicate from the Capitol to the printing plant. The same telephone, installed in 1879, is in use today.

NO STORY IN THIS

Ex-Reporter Tells of Wedding But Denies Romantic Angle

James A. Buchanan, chief of the information bureau of the Chicago postoffice, is a former newspaper reporter. He believes he knows what makes a good story. Recently he was trailed to the Congress Hotel by a battery of present day reporters. Buchanan introduced them to his 27-year-old bride, formerly Ethel Adair, of Tonopah, Nev.

"I'm sorry, boys, but there isn't any story in it," he explained. "I've covered lots of romance stuff. We didn't elope. Her folks didn't have anything against me. Her papa didn't chase us in an auto. She didn't slip out of her home at midnight. I never carried her books to school. We just fell in love and came here and got married. If there was a story in it, fellows, I'd know it. Thanks for dropping over, anyway."

SUES ANOTHER PAPER

Texas Lawyer Accused of Laxity As Prosecutor Files Again

H. J. Passmore, attorney of Robstown, Tex., who served as District Attorney Pro Tem for the Special Grand Jury in the 28th Criminal District Court of Nueces County last April, has filed his third libel suit in connection with an article in the Mathis News, weekly, and later re-published by other papers. The last suit to be filed is against C. L. Tanner, named as owner, editor and publisher of the Alice (Tex.) News, weekly. In this suit, as in the other two, Passmore seeks recovery of $2,500 actual and $2,500 exemplary damages.

The articles in question attacked Passmore in connection with the indictment of officials of Nueces County and of the city of Corpus Christi over his protest, and the later quashing of these indictments.

LA NACION KEEPS M'NEIL

Concludes Second Contract with American Circulation Director

J. A. McNeil has concluded his second contract with La Nacion, Buenos Aires, as director of circulation. He expects to arrive in New York October 1.

Since McNeil became connected with La Nacion in February, 1920, their daily and Sunday circulation has increased more than 50 per cent. During his stay in South America he was also connected with El Mercurio, a group of newspapers of Santiago and Valparaiso, Chile. Previous to going to South America, he was circulation manager of the Bridgeport (Conn.) Post-Telegram. He was one of the organizers and the first president of the New England Association of Circulation Managers.

LINOTYPE BUSINESS BRISK

Mergenthaler Company Gets Orders for Hundreds of Machines

The Mergenthaler Linotype Company announces that 450 master composing machines have been sent out recently, and that orders for several hundred more have been received.

The Chicago Evening Post has ordered 14 Model 8's and a Model 14; the Cincinnati Times-Star, 7 Model 8's and a Model 14; the Pioneer Company, St. Paul, 5 Model 8's; the Kerr Typesetting Company, Chicago, 3 Model 8's and 2 Model 14's; the Norristown Evening Register, 2 Model 5's, 2 Model 8's and a Model 14.

Poster Association Meets Oct. 8

In a general invitation to the public to attend its 33rd annual convention at Cincinnati October 8-12, the Poster Advertising Association calls attention to its campaign to improve outdoor advertising, and claims that poster boards help to beautify the landscape by concealing many vacant lots covered with rubbish.

Linograph to Be Exhibited

The first public exhibition of the new Model 12 Linographs will be at the Pacific Coast Graphic Arts Exposition at Oakland, Cal. The Linograph Company also will have Model 1 and Model 3 Linographs on exhibition.

Tell It to SWEENEY!

—the Great Unarrived

Now times are altered: if I care
To buy a thing, I can;
The pence are here and here's the fair,
But where's the lost young man?
—*from* A. E. Housman's "LAST POEMS"

WHEN the little boy who used to press his nose against the bakery window grows up and becomes a millionaire, he too often has indigestion. His pep decreases with his pepsin. His joy in living languishes and the doors of many delights are closed to him. On the long, hard, upward climb, aspirations are attained and abandoned; hopes bloom and fade. Enthusiasms are traded for experiences; desires dwindle, die and are dropped. A few big wants eat up all the little wants; and with less to look forward to, more is taken for granted. After a certain stage new impressions become indigestible. The Successful are not the good customers they were on the way up.

When a family makes the social register or the coupon clipping circle, most national advertisers can withdraw its card from the prospect file; the prospect is dead. Shooting at stars is wasteful, expensive and highly competitive. Bring your advertising down to the lucrative level of addressing the Great Unarrived. Tell It to Sweeney, the average man, the average woman, the average family.

* * *

THE aristocracy of class prospects is very limited, but the democracy of mass customers is large.

We must remember that this is America, country of the interminable immigrant, who is arriving always. More new wealth is created and more generally distributed here than anywhere else in the world. The economic standards are high and the progress is always upward. In Europe, Sweeney, the street sweeper, prays that his son may be a good street sweeper; here Sweeney *provides* that his son will be something better. Here Sweeney reads newspapers, uses toothbrushes, owns pianos and automobiles, earns more money year after year; and spends more. Through advertising, you can sell Sweeney almost anything worth buying —but you must sell him *before* he arrives!

Never in the history of the world was there so wide nor so wealthy a mass market as in New York City today. A million families here have incomes of from one thousand to five thousand dollars a year. Sweeney pays more rent to live here, spends more to stay here, a ready customer for everything.

And never in the history of American journalism has there been an advertising medium like The News. Its six hundred thousand odd circulation is the largest morning circulation in America. Its distribution is 96.9% in New York City and suburbs, concentrated circulation that covers this compact market. Its tabloid size fits the readers' need, insures attention to the advertiser. And its rate makes it a more economical distribution factor.

Tell It to Sweeney now in The News. Get the facts.

THE NEWS
New York's Picture Newspaper

25 Park Place, New York City
Tribune Bldg., Chicago

BETTER "BUSINESS BUREAUS" LAUNCH NATIONAL TRUTH CAMPAIGN

Simultaneous Drives On Bucketshops, etc., Suggested at Kansas City Convention—Necessity of Public Understanding of Organization's Purpose Emphasized

(*By Telegraph to* Editor & Publisher)

KANSAS CITY, Sept. 19.—Truth, crushed to earth, is being assisted to its feet by the Better Business Commission of the Associated Advertising Clubs of the World.

At the annual convention just ended here, officials and delegates formed plans for "World Wide Truth Week," to be held in February.

Probably no convention has been held here at which more actual business has been consummated. Better Business officials from every important city were on hand from the rap of the gavel to the final adjournment. Speaker after speaker went into details on the operation of his respective bureau, each bringing out some vital point which formed a basis for the recommendation committee to deliberate upon.

William P. Green, New York, president of the National Commission, associate director of the National Vigilance Committee, and the principal speaker of the convention, assailed false advertisers of stocks and wares, directing his attack on the misrepresentation of a recent sale of oil stocks in southern California.

He warned the public against "high tension salesmen" who speeded prospects to the so-called oil fields, entertained them lavishly, and urged them to "get in on the gilt-edge stuff."

A great concerted campaign to purify advertising and to ferret out illegitimate business practices will be started this Winter by the Better Business Commission. An outline of this campaign was presented by S. T. Leaming, manager of the Providence, R. I., Bureau.

Discussion of clear trade names also had a big inning. Howard Cool, director in Washington, D. C., pointed out what the mission of the bureau should be in this respect.

"We are not trying so much to curb fraudulent advertising as we are striving to get advertisers to inspire the public with confidence," Mr. Cool said.

Tribute to the commission for the efforts it is putting forth was paid by Bernard T. Hurwitz, Deputy Commissioner of Finance for Missouri.

While the convention condemned the practices of the false advertisers and the misleading trade names, it took opportunity to laud the honest advertisers and business men.

Edward L. Greene, manager of the Boston Bureau and creator of the slogan, "Before you invest, investigate," said that most advertisers were honest. He continued:

"It is better to reform an improper advertiser than to prosecute him. The majority of false advertising is due to carelessness and ignorance."

In this connection Lou E. Holland, of Kansas City, president of the Associated Advertising Clubs of the World, presented another thought. He said:

"We must let the public know we are fighting the crooks, yet we must impress upon the public that most advertising is dependable and creditable. We must exercise care that the public does not form an impression all advertising is untruthful."

Mr. Holland related several incidents of Better Business Bureaus "calling on the carpet" certain persons accused of promoting fraudulent advertising or schemes.

"In several instances," he said, "the bureaus not only succeed in causing the promoters to drop their plans but start them out again in a legitimate venture."

Another valuable speaker was Edward S. Jordan, president of the Jordan Motor Company, Cleveland. He pleaded for human advertisements, as follows:

"The keynote of all advertising includes elements that are dominating the lives of every member of the family. Merchandise must be sold on a basis of pride in ownership. If the merchandise or advertisements are false, the end of the firm is near. The average advertiser often goes out to sell from his own viewpoint. This is a mistake."

The committee of recommendations, headed by Edward L. Greene of Boston, submitted many suggestions for the standardization of bureau operation.

Under the subject of "Standardized Methods of Department Operation," Mr. Greene recommended that the commissions work in specific fields at the same time, and in this way operate on a national plan with the co-operation of the National Vigilance Committee. Under the above plan, all of the commissions would, for instance, operate on a campaign against bucketshops. Thus the work would be a subject of both national and local publicity which would result in securing accumulative evidence from each of the bureaus.

The following committees were appointed to carry on work planned by the commission:

Truth Week Committee—Harry W. Riehl, St. Louis; Kenneth M. Hood, Portland; S. T. Leaming, Providence; Walter B. R. Wright, Baltimore, and George Susser, Kansas City.

Committee on Local Ordinances and Laws—George S. Langland, Minneapolis; Elliott M. Epsteen, San Francisco, and G. Ferris Olwin, Indianapolis.

District Meeting Organizers—H. J. Kenner, New York, District No. 1; Fred M. Wilson, Toledo, No. 2; G. Ferris Olwin, Indianapolis, No. 3; Hugo Swan, Dallas, No. 4, and Ferris R. Miller, Los Angeles, No. 5.

Forest Fires in New Brunswick

September forest fires have destroyed considerable pulpwood in New Brunswick. One not only devoured standing wood, but burned one thousand cords of cut wood, and a saw mill, near Newcastle. To detect forest fires, the New Brunswick Government has built two new towers in the woods of the northern section of the province. However, an air patrol is sadly needed.

Quebec Stumpage Dues Back

An order-in-council has been adopted by the Quebec cabinet, re-establishing the 1920 tariff of stumpage dues, which has been suspended for the past two seasons. Regions affected by forest fires, however, if still fit for exploitation, will benefit by a 50 per cent reduction.

Decatur Papers Not Jointly Owned

In announcing simultaneous increase in foreign advertising rates by the Herald and the Review, of Decatur, Ill., Editor & Publisher stated erroneously on August 27 that these papers were under the same management. Statements of ownership furnished by each paper to the post office last April showed them to be entirely distinct both in ownership and in management.

15,138

was the average increase in the net paid daily circulation of The Baltimore Sun (Morning and Evening) for August, 1923, over August, 1922.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

BETTER COPY A GOAL

Suggested for Press Association at Their Managers' Conference

State press associations may greatly benefit their membership by starting intensive campaigns for better copy. Better copy means more business.

This advice was given at the conference of the National Association of State Press Association Managers at Denver, September 8, 9, 10.

It was decided to effect a permanent organization and to hold regular yearly meetings.

Ed A. Bemis, Colorado, was elected president and Ole Buck, Nebraska, secretary and treasurer.

Members agreed they had no authority to bind their respective organizations in any way, any action they might take being only advisory.

The title "field secretary," it was decided, was not sufficiently descriptive, and it was agreed a better title would be "field manager." These managers, discussion developed, should co-operate in the matter of collecting and exchanging information about advertising agencies and general advertisers. The manager's office should be a clearing house for all information regarding newspapers in his State, and he should render all possible service to advertising agencies and others. He may render special service to intrastate advertisers.

State press associations, speakers insisted, should promote the teaching of advertising in high schools and colleges.

Various plans were agreed to at an "experience meeting" including: that formation of ad clubs be encouraged; that newspaper contests are rarely profitable and should be discouraged; and that publishers should stick to their regular jobbers when buying supplies.

Those present were Fred W. Kennedy, Washington; J. S. Hubbard, Missouri; C. C. Little, Kansas; Ed. A. Bemis, Colorado; J. Haskins, Michigan; Ole Buck, Nebraska; Harry Porte, Salt Lake City.

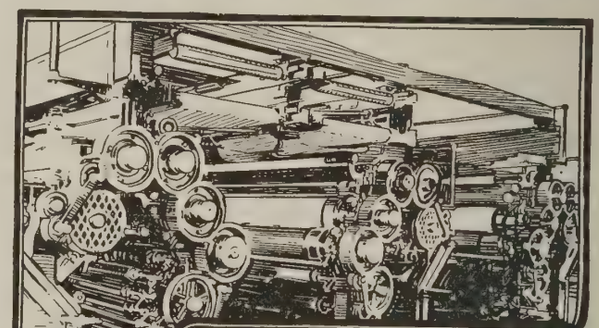
Bids Utilities Be Frank

Public service corporations must adopt a policy of frankness in dealing with the public, as well as keeping them informed through newspaper advertising of their services. Samuel E. Hudson, publisher of the Woonsocket (R. I.) Call and a member of the Rhode Island Public Utilities Commission, told the convention of the New England Division, National Electric Light Association, at Swampscott, Mass., September 5. "Your business," he concluded, "is to furnish light—why keep the public in the dark?"

Free Copies for Invalids

Through the courtesy of the Springfield (O.) Morning Sun and the Hance Yellow Cab Company of that city, every patient in the City Hospital, Hull private hospital, and the district tuberculosis hospital receives a free copy of the Sun each morning.

More Presses For The Detroit News



THE serious handicap which has confronted The Detroit News for the last three years, forcing it to lose thousands of inches of advertising, offered, will gradually be eliminated by a new battery of multi unit presses now being installed.

The Detroit News feels its responsibility as the leading medium of the Detroit field to furnish advertisers with space commensurate with their needs.

A supplementary building program is fast being completed and the printing capacity of The News' plant will be steadily expanded, and it is expected the close of the present year will see the end of enforced rejection of advertising.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan

1873—FIFTY YEARS OF PUBLIC SERVICE—1923

78% GAIN

IN FOREIGN ADVERTISING

The Seattle Star has made that remarkable record for the first half of this year.

This increase in national advertising follows naturally the substantial growth the Star has made in circulation and local advertising during the past nine years.

Today the Star has the largest circulation of any daily in the State of Washington.

THE SEATTLE STAR

The Quality and Quantity Newspaper of Seattle

The Seattle Star
The Tacoma Times
The Spokane Press
The Portland News
The Los Angeles Record

are under the same ownership and management. They have no connection or affiliation with the Scripps-McRae or the Scripps-Howard concerns.

GILMAN, NICOLL & RUTHMAN

National Representatives

Canadian Pacific Building, New York
Tribune Building, Chicago
Tremont Building, Boston
Monadnock Building, San Francisco

OKLAHOMA GOVERNOR "BACKS WATER" WHEN PRESS CENSORSHIP FAILS

Walton Finds Anti-Klan Papers in East Hostile to Over-riding of Constitutional Guarantees—Tulsa Tribune Successfully Defies Blue Pencil

By E. K. GAYLORD

Editor Oklahoma City Daily Oklahoman

(*By Telegraph to* Editor & Publisher)

OKLAHOMA CITY, Sept. 19.—Governor J. C. Walton made a lot of threats before he clamped a rigid press censorship on any newspaper.

Several weeks ago he tried it on a small newspaper and the editor submitted. Then the Governor tackled the Tulsa Tribune, put the blue pencil in the hands of a man with a uniform for 24 hours, and stirred up such a mare's nest that he apparently is off censorship for good.

The first case of military censorship in Oklahoma at the instigation of Governor Walton was the Free Lance, a small daily newspaper published at Henryetta. During July, when the Executive was conducting his first martial law experiment at Okmulgee, the Free Lance published an advertisement of a Baptist Minister, announcing a sermon on "martial law." This pastor was something of a fire-eater, and the general impression was that he did not plan to eulogize the occupation of Creek County by the guardsmen.

This, published inadvertently, according to the editor, after an order had been issued preventing incendiary assemblies, caused the establishment of a military censor in the office of the Free Lance for a week.

But the Henryetta account was only a curtain raiser. The climax came at Tulsa last week when Governor Walton, enraged because the Tulsa Tribune, in a city under absolute martial law, dared to publish "The Story of Walton" paralleling "The Story of Tulsa," a penny dreadful, written by Aldrich Blake, the Governor's executive counsellor, as Walton's own story of Tulsa's Klan outrages, with which he expected to bring Tulsa to her knees.

"The Story of Walton" reviewed the Executive's history as a City Commissioner and Mayor of Oklahoma City, and gave choice morsels of the pardon and parole history of Governor Walton's incumbency.

The Major, selected as censor, had hardly sharpened his pencil and passed on his first batch of proofs when things began to pop. Richard Lloyd Jones, publisher, immediately announced a fight in Federal Court to break Walton's infringement upon constitutional rights, and the first word of the Governor's interference with a free press hit the trunk wires.

Within 12 hours many big Eastern newspapers, bitter enemies of the mask and the whipping squad, realized there was something more than a fight against the Ku Klux going on in Oklahoma. Editors who had been patting Walton on the back demanded to know what censorship of the press had to do with his battle against mob rule. The Governor couldn't explain. He saw his river of Page One publicity drying up like rain in a desert, and he backed water immediately.

Walton's stock in trade on the stump is the "kept press." Every newspaper that does not support him and agree with his everchanging whims is "a tool of Wall Street," tainted with Standard Oil, "or the slimy fangs of the Money Trust."

Recently a newspaper likened Walton in placing the civil in subservience to the military authorities to King George III, quoting from a paragraph of the Declaration of Independence. Referring to that remark in a speech a few days ago, Walton declared he would like to have the power of George III, and observed that the first use of his power would be on "some of the editors of this State."

Since the Daily Oklahoman and the Oklahoma City Times are the largest in the State, and they have consistently fought his undermining of the Constitution, his reckless extravagance, his amazing use of the pardon and parole power, they are his first and daily target for cheap villification.

His last remark today was that he wished he could lock the door to the building occupied by the Oklahoma Publishing Company (the paper's corporate name) and throw the key in the river.

Editors Issue Call

"The supreme issue in Oklahoma today is constitutional government or despotism," declared a proclamation issued September 19 "to the people of the United States" by a group of Oklahoma daily newspaper publishers, following an all-day meeting at Tulsa.

Publishers of several of the largest dailies in the State signed the statement.

"Governor Walton, by his own acts, has attempted to nullify rights guaranteed under our Constitution and to halt the lawful processes of republican government," the publishers asserted.

A second declaration, addressed to "Members of the Legislature," said:

"The editors of Oklahoma urge that the legislators meet immediately."

The following signed the address:

E. K. Gaylord, Daily Oklahoman and Oklahoma City Times; E. S. Bronson, El Reno American; Richard Lloyd Jones, Tulsa Tribune; E. K. Bixby, Muskogee Phoenix; C. S. Kennedy, Mismi District Daily News; John W. Young, Sapulpa Herald; Leon R. Calonkey, McAlester News Capital, and A. K. Ross, Sapulpa Sun.

Telegraphic authorization to sign was received from Ned Shepler, the Lawton Constitution and Leslie G. Niblack, the Guthrie leader.

"The newspapers of the State uphold rigid adherence to all the laws and they are united in demanding that constitutional rights of assembly, free press, civil courts, grand juries and jury trial by law be preserved inviolate," the statement ended.

CREDIT FOR SLAYING ARREST

Boston Reporters Given Credit for Work on Suitcase Mystery

Boston reporters and newspapers have been given credit by State officials for their work on the Merrimac River suitcase mystery, leading to an arrest within 13 days for the murder of Mrs. Alice Wolschendorf.

Appreciating the power of publicity in the solution of a crime, State officials converted all the metropolitan dailies of Boston into a murder press bureau and worked hand in hand with the reporters throughout the investigation.

Moore to Aid Tariff Board

Frank L. Moore of Watertown, N. Y., former President of the American Paper and Pulp Association, is assisting the United States Tariff Commission in an advisory capacity in preparation of final pulp and paper rates in the tariff bill.

Paper Hydro Plant Completed

The Sherman Island Development, the International Paper Company's new big hydro-electric plant five miles southwest of Glen Falls, on the upper Hudson, was completed and put into operation Sept. 7.

CASH FOR CARTOON IDEAS

Chicago Tribune Is Looking for Something New

To introduce the new enlarged eight-page comic section of the Chicago Sunday Tribune and to secure suggestions for it, the Chicago Tribune offers $10,000 in cash prizes for cartoon ideas. One thousand dollars in cash will be paid each week for eight weeks; in addition, a grand prize of $2,000 will be paid for the best of all the ideas submitted. The $1,000 given away each week is divided as follows:

First prize, $250; second prize, $100; third prize, $50; fourth prize, $25; next 25 prizes $10 each, next 65 prizes $5 each. The contest is open to every man, woman, boy and girl, except employes of the Tribune and their families. It is not necessary to make any drawing. Simply submit ideas in writing. The ideas must not exceed 200 words and one person may submit as many as she or he desires.

All the ideas are being mailed to the artist for whom the idea is intended. Originality of the ideas, neatness, and clarity of expression count in awarding the prizes, the newspaper announces.

Paper Monthly Issued

The International Paper Company has issued the first number of the International Paper Monthly, a house organ with 10,000 circulation. Alexander G. Sclater, who has been connected with several Canadian newspapers, is the editor. He is the publicity manager of the New York branch of the Union Bank of Canada.

CLARENCE

by Crawford Young

The Dallas News is the newspaper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

SCORE 31 STRAIGHT VICTORIES

For the thirty-first consecutive time the semi-annual statements of Display Advertising carried by Cincinnati newspapers show the TIMES-STAR leading by many a furlong. As you read the figures remember that they do not register a sudden spurt of speed, but the consistent, day-by-day performance of a great newspaper that has held the dominant position in its field for fifteen and a half years.

Note too, that the supremacy of the TIMES-STAR is in the field of national as well as of local display, and that it is equally decisive over the evening paper which, like itself, appears only on week days, and over the morning dailies with their 3,234,063 lines of advertising in twenty-five Sunday editions.

Here are the figures that register the preference of advertisers

FOR THE CINCINNATI TIMES-STAR

DISPLAY ADVERTISING PUBLISHED BY CINCINNATI NEWSPAPERS DURING THE FIRST SIX MONTHS OF 1923

	Local Lines	National Lines	Total Lines
TIMES-STAR	4,699,555	1,299,704	5,999,259
POST	2,755,249	980,518	3,735,767
ENQUIRER			
Daily	1,843,898	434,910	
Sunday	2,065,210	477,743	
	3,909,108	912,653	4,821,761
COMMERCIAL TRIBUNE			
Daily	1,147,300	101,710	
Sunday	673,708	17,402	
	1,821,008	119,112	1,940,120

TIMES-STAR Lead over ENQUIRER..... 1,177,498
TIMES-STAR Lead over POST..... 2,263,492
TIMES-STAR Lead over COM'L TRIB..... 4,059,139

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

"I don't believe in Newspaper Advertising"

How many times a day your local solicitors have to listen to this kind of talk! Yet these same non-advertisers could increase your local lineage materially if they could be shown the benefits of local newspaper advertising. They are wholesalers, jobbers, manufacturers and others who would find such advertising profitable.

BRIGGS' WEEKLY BUSINESS REVIEW PAGES SOLVE THIS PROBLEM

Seventy Briggs' Weekly Business Review Pages are now appearing weekly in Fifty Newspapers. Most of these papers are metropolitan dailies; they are the leading papers in the important trade centers of the United States; you as a publisher are personally acquainted with many of them; they are not the kind that make mistakes in the choosing of features.

One Hundred Thousand Lines of Local Display Added Per Year

100,000 additional lines should prove interesting to you. Some of our clients have been doing business with us for twenty years, many for five to ten years. They get this hundred thousand lines or more and stamp approval on our service by renewing with us. We sell the advertising idea to their non-advertisers. We make the contracts, on a 26- to 52-week basis; we renew these contracts before they expire; we educate these non-advertisers and we make the Business Review Page a permanent weekly producer of satisfied customers and revenue for your paper.

Write or wire us. A representative now near you (we operate all over United States and Canada) will call. No obligations will be incurred by you, you are welcome to his advice and experience whether we get together or not.

There is something new under the sun in local display advertising that is profitable, desirable and permanent, and we want the opportunity to lay the facts before you and let you judge for yourself.

THOMAS W. BRIGGS CO.

Home Office **Memphis, Tenn.**

(P. S.—Look Us Up in Dun or Bradstreet)

SWETLAND URGES A CODE OF ETHICS FOR PERIODICAL PUBLISHERS

President's Report at Fourth Annual Convention of N. P. A., Sept. 19, Largely Concerned With Plan for Gaining Confidence—Prizes Awarded Winners at Golf and Tennis

A CODE of ethics and practice for publishers was urged by H. M. Swetland, president of the National Publishers' Association, when he made his annual report before the fourth annual convention of the association at Briarcliff Lodge, Briarcliff Manor, N. Y., Sept. 18-19.

About 100 members attended the two-day convention, during which reports were submitted by various committee chairmen, addresses delivered by William A. Durgin, Bureau of Standards, Washington, and John H. Bartlett, First Assistant Postmaster General, and prizes awarded winners of golf and tennis tournaments. The meetings closed with a dance Wednesday evening.

"The business of publishing is somewhat different from the ordinary production and distribution of commodities. It is a business that molds public opinion, wields a paramount influence on public morality, and thus becomes a basic factor of civilization, said President Swetland in his report.

"We should set forth our respect for the spirit and letter of contracts, our maintenance of high moral and ethical standards, our belief in the principles of arbitration, our desire to co-operate with all other forms of advertising for the common good, our rejection of advertising copy which offends truth, decency or propriety, our determination to refrain from disparaging the output or personnel of a competitor, and, above all, we should make clear that we will not accept advertising unless, in our judgment, such procedure will be a profitable investment for the advertiser.

"We submit for the careful consideration of the incoming administration the adoption of a code of standards of practice. Such procedure will stimulate further confidence in both subscriber and advertiser, will assist the elimination of illegitimate and illogical schemes for robbing the advertiser, and, lastly but not least, it will become a vital stimulant to a closer adherence to our own well established principle of operation, and eventually it will prove a guarantee that membership in this organization means more than the payment of dues for the promotion of our interests individually and collectively."

President Swetland's report was made Wednesday. Meetings started Tuesday morning with a report by Frederic W. Hume, executive secretary, followed by the report of the labor committee by A. J. Baldwin, chairman.

A motion was made and uanimously passed that the N. P. A. apply for membership in the National Advertising Commission of the Associated Advertising Clubs of the World. In advocating this move, Herbert S. Houston, publisher of Our World, called attention to the fact that London sent publishers to this country for the advertising convention, and urged that the N. P. A. be represented in London in 1924.

The relations between the publisher and advertising agencies were outlined by James O'Shaughnessy, executive secretary of the Advertising Agencies Association.

"The volume of advertising today is larger than ever before," O'Shaughnessy declared. "The volume for 1924 shows by first indications an increase of 20 per cent over 1923. And it is all built up advertising; advertising laboriously constructed and soundly erected."

Wednesday, the second business session, was important to the publishers present owing to the reports that were made on the transportation of magazines, as embodied in the report of B. A. McMackinnon (Pictorial Review Company), chairman of the transportation committee, and amended by a talk by George C. Lucas, director of transportation of the National Publishers' Association. Large savings were effected with the present system of distributing magazines through private means, rather than through the mail service as heretofore.

A. C. Pearson (Dry Goods Economist), chairman of the postal committee, briefly reviewed the legislative efforts of the association in the demand for a reduction of second-class postage rates and stated that a continued fight was necessary as a "defensive offensive" owing to the outside influences that were continuously distorting facts and figures relative to this much discussed problem. The affiliated organizations in the American Publishers' Conference were all actively working along the general lines covered by the resolutions adopted by these various organizations.

The nominating committee, of which Henry W. Newhall (Modern Priscilla, Boston), was the chairman, reported the names of officers and directors for the coming year, which are as follows:

President, H. M. Swetland, United Publishers' Corporation; first vice-president, R. J. Cuddihy, Literary Digest; second vice-president, P. S. Collins, Curtis Publishing Company; secretary, Frank C. Hoyt, Outlook Company; treasurer, Roger W. Allen, Allen Business Papers, Inc.

Directors for one year: S. R. Latshaw, Butterick Publishing Company; B. A. Mackinnon, Pictorial Review; A. D. Mayo, Crowell Publishing Company; Henry W. Newhall, Modern Priscilla.

Directors for two years: Ernest F. Eilert, Musical Courier; A. C. G. Hammesfahr, International Magazine Company; Charles F. Jenkins, Farm Journal; Graham Patterson, Christian Herald.

Directors for three years: Arthur J. Baldwin, McGraw-Hill Company; A. C. Pearson, Dry Goods Economist; R. C. Wilson, McCall Company; Francis L. Wurzburg, Nast Publications.

The afternoons of both days were given over to golf and tennis. The winner of the President's Cup for the net, 36 holes, was M. C. Robbins of Advertising Fortnightly and Gas Age-Record, with a net score of 151 for two days' play. The second prize was won by W. J. Dumser, of Lupton Publishing Company, with a net score of 152, he having played two rounds in 84 gross with a handicap of 8 each day. E. C. Johnston, of the American Exporter, won the low net prize for the first day, with 72, and A. J. Baldwin, McGraw-Hill Company, won the low net prize for the second day's play, with a 73.

The tennis prize was contested for by twelve members. The two days brought out the winners as follows: Hunter Leaf, of Pictorial Review, singles; and repeating again in the doubles in company with W. P. Ahnelt, president of Pictorial Review Company. A silver loving cup, presented by Chauncey Depew Steele, proprietor of Briarcliff Lodge, was the prize for singles and two racquets were presented in the doubles. The following were present:

Mrs. H. M. Swetland; H. M. Swetland, United Publishers Corp.; R. J. Cuddihy, Literary Digest; Roger W. Allen, Allen Business Papers, Inc.; Arthur J. Baldwin, McGraw-Hill Co.; Herbert S. Houston, Our World; John A. Penton, Penton Publishing Co.; Truman S. Morgan, Dodge Corp.; A. C. Pearson, Dry Goods Economist; Fritz J. Frank, Iron Age; S. R. Latshaw, Butterick Publishing Co.; A. D. Mayo, Crowell Publishing Co.; Henry W. Newhall, Modern Priscilla; Alan H. Reed, Curtis Publishing Co.; F. L. Wurzburg, Nast Publications; Elmer P. Grierson, American Boy.

B. A. Mackinnon, Pictorial Review;; William P. Anhelt, Pictorial Review; Mrs. William P. Anhelt; Charles W. Nelson, Pictorial Review; Alexander Graham, Pictorial Review; Mrs. Graham, Percy Waxman, Pictorial Review, Mrs. Waxman, Charles Boyle Pictorial Review; Nigel Cholmeley-Jones, Pictorial Review; C. H. Hathaway, International Magazine Co.; Graham Patterson, Christian Herald; John Clyde Oswald, American Printer; Mrs. Oswald; Lee W. Maxwell, Crowell Publishing Co.

Arthur J. Crocket, Modern Priscilla; M. C. Robbins, Gas Age-Record; E. C. Johnston, American Exporter; H. O. Barnes, Textile World; Merle Thorpe, Nation's Business; Lester Cuddihy, Literary Digest; A. H. Melville, Nast Publications; Guy L. Harrington, Brewster Publications; Paul Block, Paul Block, Inc.; Mrs. Block; Frederic W. Hume, executive secretary National Publishers Association; Mrs. Hume; Marvin Pierce, McCall's Magazine; R. B. Bowen, The Outlook; Harry Tipper, Class Journal Co.

D. Peyton Bevans, Paul Block, Inc.; William B. Warner, McCall's Magazine; Eugene Kelly, Musical Courier; H. Stuart Acheson, Combustion; W. F. Dumser, Lupton Publishing Co.; J. M. Moorehead, Illustrated Milliner; G. K. Glenn, Illustrated Milliner; J. N. Nind, Jr., Periodical Publishing Co.; Charles D. Spalding, Oil Trade Journal; George C. Lucas, National Publishers Association; A. S. Walmsley, National Publishers Association; Wm. L. Daley, American Publishers Conference; Jas. O'Shaughnessy, A. A. A. A.; R. C. Reinfusz, Periodical Publishers Association.

George A. Heintsmann, Dexter Folder Co.; Charles A. Gordon, Oxford Paper Co.; E. C. Woodruff, Seaman Paper Co.; Mrs. Woodruff; Wm. A. Durgin, Department of Commerce; W. J. B. Gallear, Seaman Paper Co.; Thomas Jones, Periodical Publishers Service Bureau; Charles B. Marble, Modern Priscilla; S. R. McAusland, Modern Priscilla; Miss Mary M. Roberts, American Journal of Nursing; R. C. Wilson, McCall's Magazine; Phillips Wyman, McCall's Magazine; John Sullivan, Association of National Advertisers; F. J. Willock, People's Home Journal; F. S. Wilson, National Hotel Review; B. A. Grimes, Printer's Ink; E. W. Houser, American Photo-Engravers Association; Robert B. Olsen, Photo-Engravers Board of Trade; W. F. Dumser, Lupton Publishing Co.; Hunter Leaf, Pictorial Review; Mrs. Hart, Mrs. Caswell, Mr. and Mrs. Burnham.

Labor Report and Additional News of N. P A. Convention on Page 22.

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

National Advertising Representatives

STORY, BROOKS & FINLEY

New York Chicago Philadelphia St. Louis
Los Angeles San Francisco

THE WORLD'S LEADER OF THOUGHT

H.G.WELLS

Will write an Important 2000-Word Weekly Article for

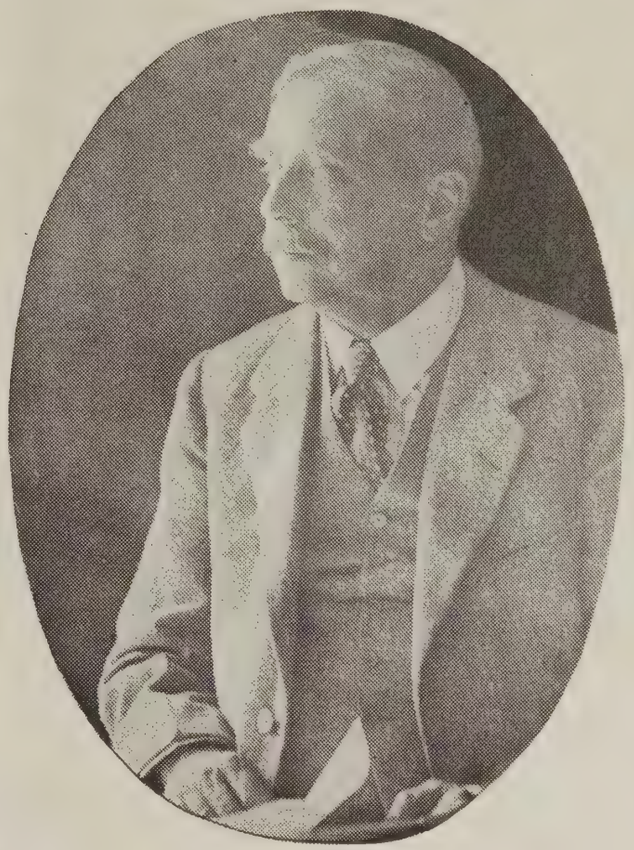
ONE YEAR

Exclusively for the McClure Syndicate, on Matters of Universal Interest. Sometimes Political, Sometimes Philosophical, **Always** Human, **Never Propaganda.**

OFTEN OF IMMEDIATE NEWS VALUE AND SENT US BY CABLE

Beginning September 23

THE MOST STUPENDOUS FEATURE EVER SYNDICATED



H. G. WELLS

Some of the Newspapers that already have ordered

Albany Times Union
Atlanta Georgian
Baltimore News
Boston Advertiser
Buffalo Times
Chattanooga News
Chicago Herald-Examiner
Des Moines Register
Detroit Times
Duluth News Tribune
Fort Worth Record
Indianapolis Star
Kansas City Star
Los Angeles Examiner
Manchester Union Leader
New Bedford Standard
New Orleans Item
New York American
Omaha Bee
Rochester Journal and American
Seattle Post Intelligencer
Springfield Union
Syracuse American
Utica Daily Press
Washington Times
Wisconsin News
Wichita Eagle

And Many Others

Among the FOREIGN and CANADIAN Papers that have Contracted Are

LONDON WESTMINSTER GAZETTE
AMSTERDAM DE DOG
PARIS QUOTIDIEN
CARDIFF, WALES, WESTERN MAIL
MEXICO CITY EXCELSIOR
SOUTH AFRICAN ARGUS
SIDNEY, AUSTRALIA, TIMES
TOKYO ADVERTISER
HALIFAX HERALD
MOOSE JAW TIMES
WINNIPEG FREE PRESS
VANCOUVER PROVINCE

TERRITORIES CLOSING DAILY

Better Wire Your ORDER NOW!

McCLURE NEWSPAPER SYNDICATE
373 Fourth Avenue New York

Western Office: Erie Avenue, Cincinnati, Ohio
London Office: 47 Fleet St. E. C. 4
Australasian Office: 228 Pitt St., Sydney, N.S.W.

BILLBOARD CURB BILL IN HOUSE OF LORDS

Fight for Advertising Regulation Reviewed by Newton, Who Makes Bitter Attack on London Mail

(*Special to* EDITOR & PUBLISHER *from Its London Editor*)

FOR several years efforts have been made to place upon the British statute books a law giving powers to local authorities for the regulation of advertisements. But always they have failed because the promoters of the bills have taken up the attitude of wholesale slaughterers of advertising and the measures have either been whittled down to useless proportions and dropped or have been lost in the mazes of legislative procedure.

This session a new advertisements regulation bill has been introduced in the House of Lords, and in the discussion upon its second reading, its sponser, Lord Newton, admitted that it was less destructive than its predecessors, saying that to avoid opposition the promoters had left alone all towns except those which were of great historic interest.

In the course of his speech, Lord Newton made a bitter attack upon the London Daily Mail and its sky-writing advertisements, inferentially suggesting that these would come under the control of the bill. (Major Savage, inventor of sky-writing, is, by the way, a member of the British delegation to Atlantic City.)

Lord Newton said that lately there had been considerable discussion of the art of the boardings and there was a tendency to say that posters were much better than they really were. (This is apparently an oblique reference to the Prince of Wales' statement a few days before to the Royal Academy that modern posters were among the works of art.) While he admitted that there had been an improvement, there were a great number of posters which were not only extremely vulgar, but occasionally bordering on the indecent.

The only excuse was that it was good for trade. No doubt it would be a good thing for trade if the whole of Hyde Park were handed over to these people. It might be a good thing for trade if Westminster Abbey and St. Paul's were turned into offices; but the answer was that money was not everything, and there were certain monuments and buildings which we would not part with. For all the gold and dollars in America we would not part with Westminster Abbey or St. Paul's.

Advertisement was something they could not do without and so long as it was confined to a statement of actual facts it was of assistance to everybody. There was nothing objectionable about posters in the proper place, that was to say, in railway stations, tubes, and on the waste spaces in the city; but they were displayed in many places of natural beauty distinctly objectionable.

The real place where advertising should be carried on was in the columns of the press. An advertisement worded in sensible language would appeal to him more than any number of glaring posters which he saw when he went out (hear, hear). To show how far displays had gone he might mention that in Palestine the High Commissioner had been obliged to forbid all unauthorized advertisements; otherwise there would be boardings all over the Mount of Olives and the Garden of Gethsemane.

Lord Newton went on to say that when he introduced his bill last year, Lord Buckmaster expressed the opinion that if these advertisers had their own way they would paint the rainbow. That statement was received with a certain amount of derision. But only a few days after Lord Buckmaster made that observation, the Daily Mail burst upon an astonished world with smoke advertisements in the sky (laughter). We suffered quite enough from the Daily Mail on earth without having to suffer it in Heaven (laughter).

The prospect of shouting across the sky in letters of fire and smoke! "Hats Off to France," "Business as Usual," or "Bonar Law Must Go Because He Won't Do What I Want" was a prospect which no reasonable being could tolerate. It was a prospect which not only revolted people like himself but even those who did the same thing (laughter). When the bill was in preparation a gentleman who represented the advertising interests came to the promoters of the bill and said, "For heaven's sake, stop this awful Daily Mail stunt. It is very expensive. It costs millions, and we cannot afford it. Put an end to it" (laughter).

The Earl of Onslow (Parliamentary Secretary to the Ministry of Health) said that while the Government did not oppose the bill he could not give any undertaking that they would give facilities for its passage this session.

Sunday Paper for Lancaster, Pa.

The first Sunday newspaper in Lancaster County, Pa., in many years was issued Sept. 16, and is known as the Sunday News. It is being managed by John F. and James Hale Steinman, who also publish the Intelligencer and the News Journal. In politics the Sunday News is independent. Subscribers to the News Journal and Intelligencer receive the Sunday paper at no extra charge.

Book on Farm and Labor Banks

A newspaper reporter's account of the rise and development of banks and financial institutions established by labor organizations and associations of farmers has been published recently under the title of "Labor's Money." The volume is the work of Richard Boechel of Washington, formerly of the International News Service.

JOURNALISM DEGREES SESAME TO JOBS

Practically All Graduates at Ohio State University Are Placed in Editorial Rooms or Advertising

Practically all the graduates in journalism of Ohio State University were placed in positions even before commencement day. The following list indicates where:

Albert A. Bowman, advertising department F. & R. Lazarus Company, Columbus; Frederick T. Cubbage, editorial staff East Liverpool Tribune, Hilday I. Davies, editorial staff Martin's Ferry Times; John P. Dorsey, Burroughs Adding Machine Company, Milwaukee; Frederick C. Hanks, advertising department Columbus Dispatch; Harry L. Horne, editorial staff Ashland Times-Gazette; Lucian Jenness, editorial staff Chillicothe Gazette; Dorothy M. Kress, editorial staff Piqua Call; Norval Neil Luxon, editorial staff Columbus Citizen; Roscoe L. May, advertising department wholesale house, Zanesville; Rhea McCarty, advertising department Union Store, Columbus; Karl B. Pauly, editorial staff Middletown Journal; Jacob A. Samsel, Manchester Star-Republican; James W. Schlemmer, editorial staff Akron Press; Edna M. Smith, advertising department Ohio Bell Telephone Company, Cleveland; Robert B. Smith, editorial staff Springfield News; Charles G. Stewart, editorial staff Norwalk Reflector-Herald; Charles H. Vaughn, editorial staff Sandusky Register; Ray C. Wilkerson, Associated Press, Louisville; Henry C. Segal, editorial staff Akron Press.

Several students are engaged in newspaper work for the Summer, with the intention of returning next Fall. Among these are:

Joseph W. Ripley, editorial staff Dover Reporter; Thomas H. Revere, Associated Press, Columbus; Malvin A. Whiteleather, editorial staff East Liverpool Tribune; Jean D. James, editor Grandview Community News; Harold K. Schellenger, editorial staff Jackson Standard-Journal; Ned C. Brooks, editorial staff Youngstown Telegram; Albert V. Dix, editorial staff Wooster Record; John G. Green, editorial staff East Cleveland Monitor; Evelyn Campbell, editorial staff Portsmouth Times; Elizabeth Rhodes, editorial staff Welch (W. Va.) Recorder.

Of the seventeen students graduated last Spring from the University of Washington School of Journalism, eleven already have been placed as follows:

Charles A. Berst, Miller Freeman publications, Seattle; Frederick B. Judges, Olympia Morning Olympian; Warren E. Kraft, Botsford-Constantine Advertising Company, Portland; Henry A. Lyon, Tacoma Ledger; Marian C. Mittelberger, Bremerton (Wash.) News-Searchlight; Stanley Orne, Seattle Post-Intelligencer; Lawrence G. Shanklin, Wenatchee (Wash.) Sun; Ruth E. Swanson, Seattle Woman; Chester U. Tee-Garden, Associated Press, Spokane; Harold M. Turnblad, Associated Press, Spokane; Marietta Upton, research department Fraser-Patterson, Seattle department store.

Cupid's Diary New Magazine

The Dell Publishing Company, New York, is bringing out a new magazine, Cupid's Diary, which will appear every two weeks. This magazine will use love stories of a romantic and melodramatic type, payment on acceptance. Stories of any length are desired, from three or four thousand words up through novelettes of ten, twelve and fifteen thousand words, to serials of thirty to one hundred thousand words.

"THE LATEST FROM QUEEN FASHION'S COURT"

Every Weekday in One-Column Mat

A bona fide fashion news service sketched daily in Paris, the source of all coming feminine styles. Carries the fashion news your women readers really want, not propaganda that some commercial interest wants them to read.

For Terms and Samples wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA

The Ludlow

In the Bloomington (Ind.) World

"SINCE the purchase of Ludlow equipment eighteen months ago," says Mr. Oscar H. Cravens, Publisher, "we have been able to enlarge the size of our paper and we have decreased the space necessary for our ad composition rather than increased it. This is all due to the compactness and efficiency of the Ludlow.

"It is really a wonderful feeling to have all the new typefaces we want without the bothersome storage system. We have saved valuable hours that were formerly spent in distributing foundry type. We are glad indeed that we made the investment in Ludlow equipment."

A Forty-Font Installation

Compactness is a characteristic of the Ludlow outfit. This not only saves valuable floor space. It also saves walking all over the room. With sixteen to twenty fonts in each cabinet, even the biggest installation places almost within an arm's reach the resources of the whole composing room. This displaces type cases and racks occupying great areas of floor space.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	
Night Message	Blue
Night Letter	Nite
	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Form 1204

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	
Night Message	Blue
Night Letter	Nite
	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT 71 WEST MAIN ST., BATTLE CREEK, MICH. TEL. BELL 4321-2-3, CITZ. 4424

309C ZX 51 COLLECT NL 3 EXTRA

DUPLEX PRINTING PRESS CO CLEVELAND OHIO SEP 14 1923

BATTLECREEK MICH

TIMES COMMERCIAL SPORT EXTRA ON DEMPSEY FIRPO PRIZE FIGHT ON CLEVELAND STREETS SEVERAL MINUTES AHEAD OF ALL THREE COMPETITORS STOP TIMES COMMERCIAL CARRIED COMPLETE STORY OF FIGHT WHILE OTHERS MERELY FLASHED THE WINNER AND ADVERTISED THEIR SECOND EXTRA STOP OUR DUPLEX TUBULAR PLATE PRESS PUT IT OVER

CLEVELAND TIMES AND COMMERCIAL LOUIS M COWGILL

12P

NATIONAL PUBLISHERS' ASSOCIATION DELEGATES LABOR AND SMILE

SEES NEW WAGE PEAK IN N. Y. JOB SCALES

Pressure of High Payrolls Diminishing Surplus of Publishers, Baldwin Tells Periodical Men, with No Relief Available

Outlining the general labor situation in the publishing field during the past year, A. J. Baldwin, chairman of the labor committee, told members of the National Publishers' Association at their fourth annual meeting at Briarcliff Manor, N. Y., Sept. 18-19, that publishers cannot go on increasing wages.

"Union domination has become unbearable," he said.

"The present prosperity is only apparent. War peak wages and large volume of business has continued, to be sure. The competition for business, however, has been such that many companies are eating into their surplus and struggling to keep out of red ink.

"Labor seems to be insatiate in their demands. It has become so easy for them to force an increase in wages. The publishing industry has made known the shortage of labor. Articles in the newspapers have shown it to be more profitable to drive a cart than to be a professor. The industry now is about to reap the whirlwind."

In the printing trade, Baldwin declared, he felt he must predict there would be an increase in expense this coming year.

Baldwin's report to the National Publishers' Association, summarizing the labor situation, in the trade, follows:

At this time last year the New York Employing Printers' Association was negotiating with Typographical Union No. 6 for readjustment of the wage scale of $50.00 a week. The employers demanded a 20 per cent reduction; the union asked a $5.00 increase. The differences were finally submitted to arbitration, Judge Talley being selected as arbitrator. Voluminous briefs were submitted by both sides. On December 21 Judge Talley decided that neither side had submitted evidence which would warrant either an increase or a decrease. As the other unions had taken a decrease in the wage scale, based on the cost of living, it was necessary to make an adjustment with them.

Both the wage scale and arbitration contracts with Typographical Union No. 6 expire October 1 of this year.

Briefly, the labor situation in the book and job branch of the printing industry is as follows:

Negotiations are now in process with five printing trade unions, namely:

Typographical No. 6 demands $10 per week increase—$50 to $60.

Cylinder Pressmen No. 51 desire $1 differential over whatever Typographical No. 6 gets.

Bindery Women No. 43 demands $5 per week increase—$26 to $31.

Mailers No. 6 demands $6 per week increase—$37 to $43.

Printed Bookbinders No. 1 demands no specific amount.

Settlements as a result of these negotiations will depend entirely on what is done in the case of Typographical No. 6. The attitude of the committees of the New York Employing Printers Association is to make no settlement with any of the other unions until the case with Typographical No. 6 is settled.

The New York Employing Printers Association has held three meetings with Typographical No. 6. Practically the entire time of the two committees has been taken in getting the shop practice issues settled before taking up the wage scales. This is too soon to make any predictions as to what will happen on wages. It is probable that a settlement will be reached on all shop practices.

Directly influencing the situation here in New York is the reported settlement by Franklin Association of Chicago with the Typographical Union at a scale of $51, an increase of $2.60 per week, or from $48.40 to $51. The effects of the Chicago settlement on New York, although probably toning down the $10 per week demand of No. 6, will, on the other hand, stimulate No. 6 to press their case strongly for some kind of an increase.

Fortunately, there has been more of an attitude of conciliation in the conferences this year than at any time since 1918, and it is the hope of both committees to get the entire matter settled and the contracts signed on or before October 1 without having to use recourse of arbitration. The issue of arbitration has not been raised in conferences, and will not be raised unless there is a deadlock in conciliation.

Contracts with all of the other printing trades unions not listed above run to September 1, 1924, with an arbitration agreement to January 1, 1925.

The present wage scale of the Photo-Engravers' Union is $50 a week (44 hours) for day work and $55 for night work. The contract between the Photo-Engravers' Board of Trade and the union provides for readjustment of the wage scale on January 1, subject to demand by either side thirty days previous to that time.

The contract between the Employing Electrotypers and Stereotypers Association and the Electrotypers' Union expires September 30, 1923. The present scale is $59 per week (44 hours) for day work. Electrotypers' Union No. 1 has asked for an increase to $12 a day, which would make the weekly scale $66. Negotiations are now being conducted between the employers and the union. There was a conciliation agreement in the contract between the employers and the union, but no definite arrangement for arbitration.

New York Telegram Plans to Move

The New York Evening Telegram had made plans to move this week to the New York Globe Building, Globe Square, Dey street, but owing to the newspaper strike these plans were not carried out. The day of the move has not yet been determined.

Trib Building Incorporation

The Chicago Tribune Building Corporation with 50,000 shares of no par value stock, organized to erect the Tribune's new building at 431 North Michigan boulevard, has been incorporated.

Circulation Structure

Ask the Publisher who has taken my service.

C. M. Morgan, Business Manager

BURLINGTON GAZETTE

Burlington, Ia.

knows and will tell

Clifford Newdall

A.S.A.A. (London, Eng.) C.P.A. (Indiana)

ACCOUNTANT & AUDITOR

33 WEST 42ND STREET

NEW YORK CITY

Income Tax **System** **Auditing**

Perpetual Promotion

There are a good many kinds of classified promotion services on the market. And a good many kinds of organizations are back of them.

But there's only *one* service that promotes and builds Classified Advertising from every angle—and keeps right on promoting and building it year after year!

There's only *one* National Standard of Classified Advertising Promotion—and it's the one out of many that accomplishes more than all the many put together!

Built on the sound basis of the perfectly catalogued medium, it includes, among scores of exclusive features, five forms of promotional publicity, lineage developing plans for every month of the year, and the thorough cooperation of the best staff of classified advertising specialists in the world.

Watch for the announcement of our special Christmas Campaign next week. It's the first of its kind—anywhere. Don't miss it!

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising Counsellors

Otis Building **Philadelphia**

The Publisher as a Manufacturer

The modern publisher is a manufacturer. The production of his newspaper is a manufacturing enterprise. If his organization is as good and his machinery as efficient as his competitor's—other things being equal—he need not fear him; if they are better he may disregard him.

In one respect he differs from other manufacturers; time is an element essential to his success. He sells news,—the most perishable of all commodities. The most abhorrent waste in his operations is the waste of time, the material out of which he coins money. He can coin time at all only because of the swiftness of his machinery.

As an inventor of newspaper machinery I have concentrated my attention upon time—the prime essential of news publication—and upon operating cost and space. I invariably work under a formula composed of three factors. It runs as follows: My objective must equal the greatest output obtainable per minute of time, per dollar of operating cost, per cubic foot of working space.

The swiftness and certainty of the publisher's mechanical equipment must be made to keep pace with the constantly increasing pressure put upon him by the extraordinary growth of the public's interests. And its cost of operation and working space must be continuously lessened per unit of product—whether product be printing plates or printed papers.

I present the matter thus to impress the publisher with three things: He is a manufacturer; his are problems of quantity production, aggravated by the necessity of working within extremely narrow time limits, which are arbitrarily set for him; the most serviceable money he spends is that which makes and keeps his plant abreast the times.

These remarks are intended to preface the following statement:

Having finished the introduction of the JUNIOR AUTOPLATE MACHINE in the field of the metropolitan newspaper—it is now the sole dependence of the metropolitan press everywhere in the world—I set about solving the stereotyping problems of the one and two press office.

By eliminating the non-essentials of platemaking, and by grouping its essential elements in a single, simple, compact, and easily worked machine exactly suited to the needs of the one and two press plant, I have been able to do for the smaller newspaper what I had previously done for the larger.

The PONY AUTOPLATE MACHINE—which casts, shapes, shaves, trims, and cools the plate, and delivers it dry, ready for press—may therefore be accepted by the trade as a boon to those whose needs are not yet sufficient to warrant the investment involved in a JUNIOR AUTOPLATE installation.

HENRY A. WISE WOOD.

New York City,
September 20, 1923.

NEA Service F

On Dempsey—Fir

More fascinating than the account of the fight itself, is the story of how NEA Service raced across the country with FIRST pictures of the Jack Dempsey-Luis Firpo championship match.

Forty-five hours and 30 minutes after Dempsey at the Polo Grounds, New York, sent that final blow to Firpo's jaw, NEA's pictures were in San Francisco.

It is a story of organization, of daring airplane pilots, of a fearless railroad engineer. It stands as a triumph unique in newspaper circles.

The drama started, really, when A. J. Ritchie, manager of NEA's New York office, placed photographers at vantage points about the ring. Every possible position was covered. And throughout the fight, shutters snapped seemingly with the frequency of a machine gun's rattle.

Then came the knockout. The referee's hand had hardly fallen for the tenth time over Firpo's body before NEA photographers were developing their negatives in a studio within sound of the fight crowd's roar. There, clear prints were made.

And, while they worked, a veteran motorcar driver was below in the street, tuning the engine of his powerful car. No cog must slip in NEA's machine. And so, with the prints developed, the car swung northward, starting the first lap of the forty-five hour race by road, by air and by rail.

PICTURES OF PILOT SMITH

Pilot Wesley Smith handing fight pictures to Philip J. Sinnott in Cleveland

Far up in Van Cortlandt Park, on the northern rim of the metropolis, Pilot Wesley Smith, mail-plane ace, watched and waited. He heard the hum of the auto down the road. That was his signal.

When the auto came to a stop, Smith's plane was roaring. Transfer of the prints was made quickly, and then, at eight minutes after midnight (New York Daylight Saving Time) he pointed the nose of his ship toward the blackened skies. Only flares held by two men, and a swinging lantern in the hands of a third, gave Smith direction for his perilous take-off.

For five hours he drove that plane through the night. He had no lights below to guide him in his flight. The average aviator's terror of night-flying over an unlit course, did not enter his thoughts. All he knew was that he must GET THROUGH.

Thus, on landing safely in Cleveland through a lane of flares on the mail field, he completed one of the most daring undertakings in the history of American aviation enterprise.

At Cleveland he turned over several bundles of pictures to NEA staff men. Then he rested and ate. It still was dark when he climbed into the sky once more and started for Chicago.

Smith reached the Windy City at 9:45 A. M. Saturday and was

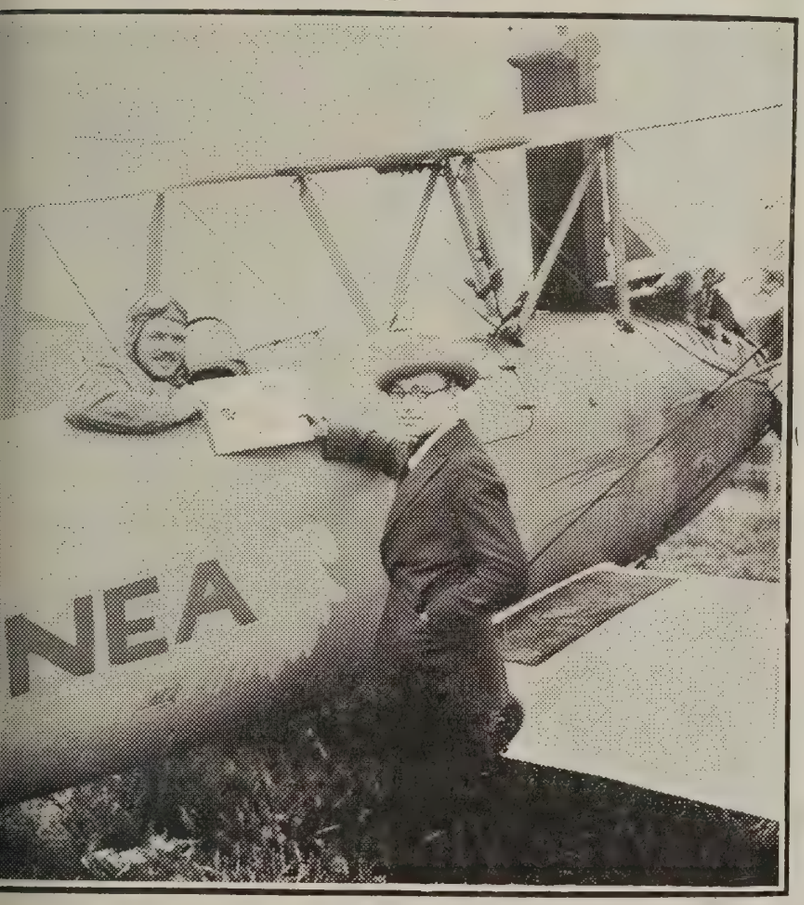
TABLE SHOWS HOW
PHOTOS REA

New York to Cleveland
New York to Chicago
New York to Omaha
New York to Cheyenne
New York to Salt Lake
New York to San Franci

NEA SE
1200 W. Third Str
PRODU
NEW YORK

rst Everywhere
o Fight Pictures

NEW YORK-OMAHA FLIGHT



th finishing his record trip at Omaha, turning pictures over to N. C. Ferguson

met by George Britt, NEA staff man. It was about the time other planes were getting into Cleveland!

From Chicago, Smith went to Omaha. And exactly nineteen hours and fifteen minutes after the KNOCKOUT, he landed in the Nebraska city, forty-five minutes after which the Omaha Daily News issued an extra.

N. C. Ferguson the NEA man was in charge of arrangements there.

Smith's great flight was over. For a time, now, we leave the air and travel by rail.

Ferguson boarded a special train of the Union Pacific railroad with pictures and what the engineer of that train didn't do to records isn't worth mentioning. He made the 509 miles in 532 minutes. And in this time are included three stops.

That special train ran from Omaha to Cheyenne, Wyo., reaching the latter city at 2:50 A. M. Sunday.

That rail run was the only one in the schedule, and from Cheyenne west to San Francisco, planes bore their precious burdens.

Twenty minutes ahead of schedule—4:40 A. M. to be exact—Pilot Kenneth Unger took to the air. It was dark, and all he had to guide him was headlights of several automobiles.

He made one stop between Cheyenne and San Francisco—that at Salt Lake City, where A. L. Fish, publisher of The Telegram, assumed command of distribution. Taking off at 10:30 Sunday morning—fifteen minutes after arriving—Unger left Salt Lake City and landed at 5:40 P. M. just as the sun was sinking behind the Golden Gate.

There Jack Jungmeyer, NEA staff man, met him, and wires from coast. Client papers testify to his efficiency.

That, in brief, tells the story of the picture beat, made by NEA Service from New York to San Francisco.

There are other things, of course. Mat services were issued from three points, New York, Cleveland, and San Francisco, to expedite the distribution to every section of the country. Many individual deliveries of prints and mats were made along the flying routes, wherever such a course would help out a client paper.

As added protection, Aviator Ray backed up Smith all the way to Omaha, in a second plane.

Probably the most sensational single episode of the entire beat was Pilot Wesley Smith's flight in the dark from New York to Cleveland.

Smith is the aviator who flew NEA pictures of the Dempsey-Gibbons fight from Chicago to New York. His work in that memorable picture beat, now so wonderfully duplicated is remembered by NEA client papers.

Smith and Unger succeeded especially because, like others in the great chain across the country, they had their HEARTS in their work. They think of NEA as their organization. For it they spend every ounce of energy.

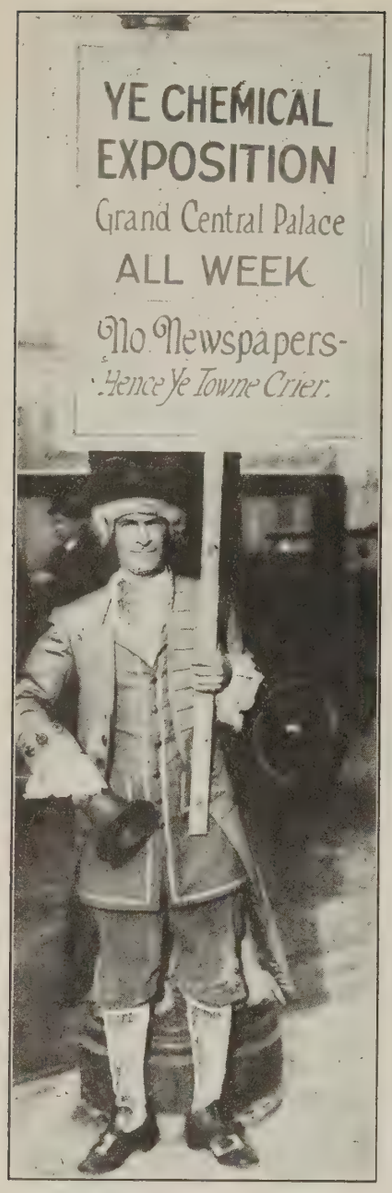
That is the spirit Smith and Unger carried with them in the flights which should go down in aviation history as most plucky, most daring, most amazing.

That's what always wins for NEA—the fighting spirit. That's why NEA was FIRST with the Dempsey-Gibbons fight pictures and FIRST with the Dempsey-Firpo fight pictures, and FIRST with so many other pictures in the recent past.

TER KNOCKOUT NEA
TERN CITIES

R. Miles m N. Y.	Arrival Time After Knockout
515	7 hrs.
978	12 hrs. 30 min.
466	19 hrs. 15 min.
975	32 hrs.
500	39 hrs. 15 min.
239	45 hrs. 30 min.

ICE, Inc.
Cleveland, O.
ANTS
CLEVELAND



New York, the 20th Century Metropolis, turned back the Pages of Progress this week.

FINISH FIGHT IS EXPECTED IN NEW YORK STRIKE

(*Continued from page* 6)

The Times, when Editor & Publisher went to press, expected to have some Sunday picture sections printed to be used largely for city circulation. No attempt was to be made this week to print the Sunday magazine.

The strike as it affected the large department stores was investigated by a special representative of Editor & Publisher.

H. L. Redman, merchandising manager of Saks & Co., said that the business of his establishment had not suffered at all. "In fact," said Mr. Redman, "we have used newspapers to inform the public as to the stock we have for sale. We do not depend upon sales. We are simply taking the situation as it is, and are not resorting to other kinds of advertising. We do not feel that it is necessary. Of course we value newspaper advertising, otherwise we would not use it, but our bsuiness certainly has not been affected by the newspaper strike."

Sheldon R. Coons, advertising director of Gimble Brothers, Inc., reported good business both Tuesday and Wednesday. "You will see at all of the entrances to our store full page copies of our advertising as it would have run in the daily newspapers," said Mr. Coons, "and we are seeing that our customers get these. You will also notice that we have large signs in our windows, which read 'Hundreds of special offerings. Due to the present emergency, we are unable to present our usual newspaper announcement.' "

Miss M. P. Speck, advertising manager of Franklin Simon & Co., did not seem disturbed over the situation.

"I think," Miss Speck said, "that it would be the poorest commentary possible on newspaper advertising if the omission of advertisements for one day, or for that matter for a number of days, affected our business. We feel that newspaper advertising builds a steady, continuous business. If our business suffered because we were left out of the paper one day, I think that newspaper advertising would be of little value. Then, too, there is another phase of things. Franklin Simon & Co. is not a store that depends on special sales. Of course, we advertise, but in a different way. We have built up a big business and our customers come, whether they read the newspapers or not. No, we are not going to seek any other advertising medium."

R. S. Jackson, advertising manager of B. Altman & Co., said: "It is too early to tell yet how the newspaper strike will affect our business, because, after all, we are getting the cumulative effect of our advertising. Of course, if the situation lasts we will use other mediums to a greater extent than we have previously."

Joseph H. Appel, advertising manager of John Wanamaker, refused to discuss the situation, saying that it was against the policy of the store to give out anything to the press on business conditions. The only comment that Mr. Appel would make was to say that special sale bulletins were being mailed out to regular customers.

R. H. Macy & Co. adhere to the same policy and refused to comment in any manner on the strike situation. Their store on Wednesday, as observed by Editor & Publisher's representative, appeared to be serving the usual number of customers.

James A. Hearn & Son, which is in the midst of its anniversary sale, did not seem to be suffering. Their store on Wednesday was crowded with customers. They also refused to give out information, saying it was against their rule. They did state, however, that they were having printed numbers of advertising bulletins which would be distributed to their customers in the store. Their windows carried full page advertisements of bargains on sale.

PUBLISHERS' STATEMENT

The following statement was issued by Bradford Merrill, for the New York Publishers Association:

"The pressmen employed on all the morning and evening newspapers, members of the Publishers Association of New York started an 'outlaw' strike soon after midnight yesterday. The strike was ordered, according to a statement issued later in the day by George L. Berry, president of the International Printing Pressmen's and Assistants' Union, at a meeting of 'less than 400 members of the union out of more than 2,000.'

"President Berry officially stated further that 'the action of the New York union is in violation of international law; no sanction for such action was requested by Web Pressmen's Union No. 25 of New York City nor given by the board of directors of the international. In addition, the strike action is in violation of a resolution passed by New York Union No. 25 giving the board of directors of the international union authority to determine points to be submitted to arbitration.'

"The negotiations between the newspaper publishers and President Berry and his international board of directors of the terms of a new contract were progressing favorably. The union and the publishers agreed only last week on important amendments of the working hours in favor of the men. On learning of this adjustment, President Berry wrote to the publishers, Sept. 11:

" 'I am delighted to learn of this final adjustment, which is a compliment to both the representatives of the publishers and the international union and an indorsement of the process of conciliation.'

"President Berry asked for another meeting with the owners of the New York newspapers to take up other details of the contract. The owners immediately agreed to his suggestion and they were awaiting Mr. Berry's return to the city on Monday to hold the conference, when on that night the local union, without further notice to the publishers or to President Berry, to whom they had committed the entire charge of their negotiations, struck.

"This 'outlaw' strike is the first strike of any of the printing and publishing unions employed by the newspapers of New York City in more than 30 years. Contracts have always been settled amicably by negotiation and conciliation or by arbitration.

"President Berry gave official notice to the local union yesterday that the strike of the New York union is illegal, because taken without the sanction or the approval of the board of directors of the International Printing Pressmen's Union, as their constitution requires. His notice to the union members further said:

" 'The International Printing Pressmen's and Assistants' Union proposes to make every effort humanly possible to meet this illegal strike by publishing the newspapers of New York City, and all newspaper web pressmen are invited to assist in meeting our responsibilities and obligations, and we especially call upon the membership of New York Union No. 25 and direct them to return to their posts of duty as speedily as possible in order that the integrity and honor of the union may be maintained and the principle of collective bargaining as between employers' and employees' organizations be upheld.'

"Under the constitution the board of directors of the international union has power to revoke the charter of the New York union and 'outlaw' all of its members for violation of their agreement.

"President Berry has notified David Simons, president of the New York union, that he would be very reluctant to take such action, but that unless 'the membership immediately returns to work it would be necessary to cancel the charter of New York Newspaper Web Pressmen's Union No. 25.'

"The illegal strike prevented all of the morning or evening papers from issuing regular editions yesterday. They are printing joint issues this morning containing condensed news and bearing the titles heads of all the morning papers.

"The newspaper owners had consented last week to shorter hours for pressmen, both day and night. They are now paying—and are willing to continue to pay—the highest wages paid in the United States to newspaper pressmen."

An Old Saying and True

Straws Show Which Way the Wind Is Blowing

And it is also true that the volume of advertising carried by a newspaper year after year in any particular line shows the value of that newspaper for that class of advertising.

The Chicago Evening Post carries less *medical* advertising than any other paper in Chicago, and the total receipts from *installment furniture* advertising would not pay for the ink to dot the "i's" in a single issue.

BUT there are a number of lines of *high-grade* advertising from which The Post receives more advertising than any other Chicago paper—morning or evening. And there are several *very high-grade* lines from which The Post receives more advertising than all the other Chicago papers combined—morning, evening and Sunday.

As an example of one of the latter lines we quote the figures for insurance advertising in Chicago for the year 1922:

POST	169,257	lines
Tribune	29,243	"
Herald-Examiner	25,710	"
News	9,717	"
American	5,701	"
Journal	22,496	"

It Pays to Advertise in a Newspaper Read by the Class of People Financially Able to Become Good Customers

The Shaffer Group
Chicago Evening Post
Indianapolis Star
Louisville Herald
Rocky Mountain News
Denver Times
Muncie Star
Terre Haute Star
Quality Publications

These figures supplied by the Advertising Record Company, an Independent Audit Company

THE CHICAGO EVENING POST

The Class Newspaper of Chicago

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE
30 East 42nd St., New York City, N. Y.

Chicago
620-621 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

The Tenth Convention of the

·A·B·C·

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the

Hotel La Salle Chicago

October 17th & 18th

NINETEEN · TWENTY · THREE

The DINNER

NIGHT OF OCTOBER 17th

WILL BE HELD IN

HOTEL LA SALLE

NEWSPAPER ADVERTISING EXECUTIVES COMPLETE LIST OF OFFICERS

President Carroll Announces Committee Chairmen and State Vice-Presidents for Current Year—Association Plans Greater Development of Newspaper Advertising

THE COMPLETE LIST of officers, directors and committee chairmen of the Association of Newspaper Advertising Executives has been announced by Frank T. Carroll, president. The new officers will serve until the next annual convention in the summer of 1924. The association is the newspaper departmental of the Associated Advertising Clubs of the World, and is the only national organization of newspaper advertising executives.

"The association," says President Carroll, "has for its purpose the development of more newspaper advertising on a permanent basis. Recognizing that business stability can be built only upon a basis that is fundamentally sound, the organization encourages the adoption of ethical business practices, the elimination of destructive competition between newspapers, and the co-operation of all branches of the newspaper advertising department to the end that we may hasten the day when the newspaper will be acknowledged as not only the supreme medium of human intelligence, but also as the advertising colossus of the world."

The headquarters of the Association will be in the Indianapolis News building during the present administration. There is, howeevr, a vice-president in each State and in England, Ireland, Canada and Australia. The names and addresses of all officers are listed herewith.

OFFICERS

President, Frank T. Carroll, advertising manager, Indianapolis News.
Vice-president, George W. Preston, advertising manager, Buffalo Express.
Secretary, Don Bridge.
Assistant secretary, Tracey W. Ellis.

DIRECTORS

A. L. Shuman, advertising manager, Fort Worth Star-Telegram.
Harvey R. Young, advertising manager, Columbus Dispatch.
Joseph W. Simpson, national advertising department, Philadelphia Bulletin.
Battle Clark, advertising manager, Nashville Banner.
C. H. Tobey, publisher, Boston American.
Nathan O. Fullmer, business manager, Deseret News (Salt Lake City).
Frank T. Carroll, advertising manager, Indianapolis News.
Geo. W. Preston, advertising manager, Buffalo Express.

HONORARY DIRECTORS

Ulric B. Walmsley, London Daily Sketch.
Sir Robt. Baird, Belfast Telegram.

MEMBERS OF NATIONAL COMMISSION
A. A. C. OF W.

A. L. Shuman, advertising manager, Fort Worth Star-Telegram.
Frank D. Webb, Newspaper Service, Baltimore.
Geo. M. Burbach, advertising manager, St. Louis Post-Dispatch.

ADVISORY COUNCIL

E. J. Slemons, business manager, Grand Rapids Press.
A. J. McFaul, business and advertising manager, St. Paul Pioneer Press & Dispatch.
Carl P. Slane, publisher, Peoria Journal-Transcript.
A. G. Newmeyer, general manager, New Orleans Item.
W. C. Johnson, general manager, Chattanooga News.
R. A. Turnquist, advertising manager, Milwaukee Journal.
O. L. Loomis, advertising manager, Spokane Spokesman-Review.
W. J. Pattison, general manager, Scranton Republican.
Geo. M. Burbach, advertising manager, St. Louis Post-Dispatch.
Frank I. Carruthers, advertising manager, Denver Post.
A. L. Shuman, advertising manager, Fort Worth Star-Telegram.
James N. Shryock, advertising manager, Chicago Daily News.
A. Schaefer, advertising manager, Fort Wayne Journal-Gazette.
Frank T. Carroll, advertising manager, Indianapolis News.
Geo. W. Preston, advertising manager, Buffalo Express.

COMMITTEE CHAIRMAN
AGENCY RELATIONS

W. McK. Barbour, advertising manager, Minneapolis Tribune.

SPEAKERS' BUREAU

W. E. Donahue, manager, local display advertising, Chicago Tribune.

ON TO LONDON

Rowe Stewart, business manager, Philadelphia Record.

STATE VICE-PRESIDENTS

AUSTRALIA

Hon. H. D. McIntosh, managing director, Sydney Sunday Times.

CANADA

Geo. B. Cooper, advertising manager, Edmonton Journal.

ENGLAND

Ulric W. Walmsley, London Daily Sketch.

IRELAND

Sir Robt. Baird, Belfast Telegram.

ALABAMA

J. E. Chappel, business manager, Birmingham News.

ARIZONA

Wesley W. Knorpp, business manager, Phoenix Republican.

ARKANSAS

Fred W. Allsopp, business manager, Little Rock Gazette.

CALIFORNIA

Irving R. Smith, advertising manager, Los Angeles Times.

COLORADO

F. I. Carruthers, advertising manager, Denver Post.

CONNECTICUT

T. A. D. Weaver, advertising manager, Bridgeport Post-Telegram.

DELAWARE

L. M. Wickersham, advertising manager, Wilmington Journal.

DISTRICT OF COLUMBIA

Col. Leroy W. Herron, advertising manager, Washington Star.

FLORIDA

Chas. S. Bates, advertising manager, Miami Herald.

GEORGIA

Chas. D. Atkinson, business manager, Atlanta Journal.

ILLINOIS

W. E. Donahue, manager local display advertising, Chicago Tribune.

INDIANA

W. D. Keenan, advertising manager, Indianapolis Star.

IOWA

Harry T. Watts, advertising manager, Des Moines Register & Tribune.

KANSAS

Emery E. Hardwick, advertising manager, Wichita Eagle.

KENTUCKY

M. F. Aronhime, advertising manager, Louisville Courier-Journal & Times.

LOUISIANA

John F. Tims, Jr., advertising manager, New Orleans Times-Picayune.

MAINE

Harold O'Kiefe, advertising manager, Portland Press-Herald.

MARYLAND

J. Thomas Lyons, national advertising manager, Baltimore Sun.

MASSACHUSETTS

Wm. F. Rogers, advertising manager, Boston Transcript.

MICHIGAN

Otis Morse, advertising manager, Detroit Free Press.

MINNESOTA

W. F. Johns, advertising manager, Minneapolis Journal.

MISSISSIPPI

W. G. Johnson, general manager, Jackson Daily News.

MISSOURI

D. B. Houser, advertising manager, St. Louis Globe Democrat.

NEBRASKA

James A. Austin, advertising manager, Omaha Bee.

NEVADA

M. M. Stampfli, advertising manager, Reno Gazette.

NEW JERSEY

Eugene W. Farrell, business and advertising manager, Newark News.

NEW MEXICO

Joseph Tausek, general manager, Albuquerque Journal.

NEW YORK

Hal Fink, advertising manager, New York World.

NORTH CAROLINA

E. B. Jeffress, publisher, Greensboro Daily News.

NORTH DAKOTA

Henry R. Hill, advertising manager, Fargo Forum.

OHIO

H. W. Roberts, advertising manager, Cleveland Plain Dealer.

OKLAHOMA

H. E. Dreier, advertising manager, Oklahoma City Oklahoman & Times.

OREGON

W. J. Hofmann, advertising manager, Portland Oregonian.

PENNSYLVANIA

Rowe Stewart, business manager, Philadelphia Record.

RHODE ISLAND

A. L. Poorman, advertising manager, Providence Journal-Bulletin.

SOUTH CAROLINA

Wm. P. Etchison, advertising manager, Columbia State.

SOUTH DAKOTA

DeWalt Kieffer, advertising manager, Sioux Falls Argus Leader.

TENNESSEE

C. W. Ritchie, advertising manager, Memphis Commercial-Appeal.

TEXAS

Marcellus E. Foster, publisher, Houston Chronicle.

UTAH

H. F. Robinson, business manager, Salt Lake City Tribune.

VERMONT

B. D. Burdich, advertising manager, Burlington Free Press.

VIRGINIA

R. J. Hess, advertising manager, Richmond News-Leader.

WASHINGTON

T. C. Hoffmeyer, director of advertising, Seattle Post-Intelligencer.

WEST VIRGINIA

H. E. Grace, advertising manager, Charleston Gazette.

WISCONSIN

R. A. Turnquist, advertising manager, Milwaukee Journal.

WYOMING

John C. Fleming, general manager, Wyoming State Tribune Leader, Cheyenne.

LOS ANGELES EVENING HERALD
INDEPENDENT NEWSPAPER
Los Angeles, Calif.
Gained 20,347 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

An Unusual Market For Food Products

Rhode Island, with a population of over 604,000 prosperous people concentrated in an area of only 1,000 square miles, offers unusual possibilities to manufacturers and producers of food products. 97% of the State's population is Urban and only 3% Rural, so that practically every family procures all of its food products from one of the 1,800 retail groceries or delicatessen stores in the State. These stores are served by 22 wholesale grocers and 25 produce dealers, with Providence as a distributing centre.

What about YOUR brand? How does it rank in this field and what are you doing to push it? A carefully determined merchandise plan together with a strong consistent advertising campaign in Rhode Island's great newspapers.

The Providence Journal
(Morning and Sunday)
and
The Evening Bulletin

will materially increase your sales in this territory. The all-day service of these papers at one rate (21½c per line flat) offers complete coverage of this entire market so necessary for the success of any national advertising campaign.

Providence Food Show October 29-November 3

Providence Journal Company
Providence, R. I.
National Advertising Representatives
CHAS. H. EDDY CO.
BOSTON NEW YORK CHICAGO
R. J. BIDWELL CO.
Pacific Coast Representative San Francisco Los Angeles

PENNSYLVANIA

CONTINUES TO MAINTAIN HER PLACE AS KEYSTONE STATE

Pennsylvania has continued to maintain her place as the keystone of the country and nothing it seems can move her from that position.

Pennsylvania stands first in total production of mineral wealth, and first in coal, coke, cement, stone, sand, gravel and slate and second in natural gas and clay products.

Pennsylvania is largely a busy urban state with 8,720,017 people, of which fifty-four per cent live in cities of 5,000 or more.

Pennsylvania is a producer of wealth, both individual and collective, and is more fertile as an advertising field than ever before. Every successful National Advertiser uses Pennsylvania daily newspapers in a big regular way; many started years ago.

Persistent newspaper advertising promotes and maintains supremacy. Put your advertising message into the daily newspapers listed below, inspire your salesmen to stir up the distributors and your reward is waiting for you.

		Circulation	2,500 lines	10,000 lines
†Allentown Call	(M)	29,273	.09	.09
†Allentown Call	(S)	16,749	.09	.09
†Bloomsburg Press	(M)	6,750	.029	.029
*Chester Times & Republican	(M&E)	14,824	.05	.05
†Coatesville Record	(E)	5,369	.0214	.0214
†Connellsville Courier	(E)	6,247	.0179	.0179
†Easton Express	(E)	20,017	.07	.07
*Easton Free Press	(E)	13,293	.05	.05
*Erie Times	(E)	27,499	.08	.08
†Harrisburg Telegraph	(E)	39,685	.095	.095
†Johnstown Ledger	(M)	13,234	.05	.05
*Oil City Derrick	(M)	6,296	.035	.035
†Pottsville Republican and Morning Paper	(E&M)	14,114	.07	.06
Scranton Republican	(M)	32,180	.12	.10
†Scranton Times	(E)	37,748	.12	.10
*Sharon Herald	(E)	5,391	.021	.021
†Sunbury Daily Item	(E)	4,216	.021	.018
*Warren Times-Mirror	(E&M)	8,115	.036	.036
*Washington Observer and Reporter	(M&E)	16,378	.06	.05
†West Chester Local News	(E)	11,297	.03	.03
*Wilkes-Barre Times-Leader	(E)	22,577	.08	.05
†York Dispatch	(E)	17,364	.05	.05
†York Gazette and Daily	(M)	17,006	.05	.05

*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

ANCIENT BOOK CONTEST IN DENVER

Two Newspapers Try to Determine What and Where Are Oldest Books in West—Department Store Aids

What and where are the oldest books in the West?

To answer this question the Denver Rocky Mountain News and the Denver Times held an ancient book contest and, in conjunction with Lewis & Son, a local department store, an exhibition of ancient books, manuscripts and author's effects that is creating much interest.

Scores of very rare books are being sent in from all over the West to be judged for antiquity and authenticity. A large committee of prominent Coloradoans served as judges. Several hundred persons visited the ancient book exhibition during the first three days of the contest and exhibition.

The collection, assembled by Lewis & Son in New York, Washington, Philadelphia, New Orleans and the New England States over a period of months, is insured for $100,000, which is claimed to be considerably less than its value. Nineteen pages of the manuscript of "Asolando" in Robert Browning's handwriting are valued at $10,000. The most ancient manuscript in the exhibition is the illuminated "Psaltorium Oavidus, cum Latiniis Sanctorum" done on vellum in Gothic characters by a French monk of the fourteenth century. Two poems in the eccentric handwriting of "R. L. S.," the drinking cup and card case of Charles Dickens, rare first editions, and many exquisitely bound volumes of limited editions are exhibited. As the rare volumes from Western libraries come in, in response to the News-Times contest, they were added to the display.

The prizes offered by the News-Times were: For the oldest book, a very rare first edition of Charles Lamb's "Some Inquiries Into the Effect of Fermented Liquors," 8vo. Original Boards, London, 1814; and for the second oldest book, a presentation copy of William M. Rosetti and Algernon G. Swinburne's "Notes on the Royal Academy Exhibition, 1868," signed on the flyleaf by Rosetti, newly bound in half red morocco with the original cover bound in.

NEWSPAPERS MAKE LANGUAGE

Teacher of English Says They Are Greatest Teachers

H. W. Davis, of the Department of Journalism and English at K. S. A. C., in a recent broadcast from the Kansas City Star station, declared that the journalist "bosses" our language. He said:

"No matter what our correctly-named English teachers may hope and strive for, the well-edited magazine, and the well-edited newspaper — especially the latter—will set the standards of the American language tomorrow, and revise them perhaps, for the day following. Very few American homes nowadays are not visited by newspapers. Father and mother and the daily have our lusty young language pretty largely in their hands.

"And let us give the American daily—the good daily—the credit it deserves. It is not a poor teacher. It preaches and practices a more correct, a more sensible, and a more succinct style of language than is found in most school and college classrooms. It spells correctly, punctuates much better than college professors or stenographers, and produces a sentence noted for its directness and clearness, two qualities sadly missed in colloquial and academic American. It may be too hurried, too slapdash in organization, after the head and the lead, and too intolerant of individual style, but it is far enough ahead of the average American to serve as his goal.

"Whether the teacher likes it or no, the journalist will boss our language. He has by far the best chance at us. He sets a printed standard before us every day. And he supplies us with most of our raw material of thought. As a nation, we are more exposed to his style than we are to the essay of the composition teacher."

WHAT OUR READERS SAY

Another Harding Extra

ROCKFORD, Ill., Sept. 12, 1923.

To EDITOR & PUBLISHER: I notice that a Nebraska editor says his paper did wonderfully on the Harding story. I would like to arise and state that the Rockford Morning Star had a paper on the streets 35 minutes after the first Associated Press flash. If any member of this particular press service can boast a similar accomplishment, I would like to know about it.

GEORGE R. BEEKER.

Scoop On Destroyer Tragedy

SANTA BARBARA, Cal., Sept. 13, 1923.

To EDITOR & PUBLISHER: It is rare indeed when a big city newspaper scoops the world on a big story; and for a small city newspaper to scoop the world, it has, we believe, never been done.

The Morning Press scooped the world on the destroyer wreck off of Point Ronda, Sunday, Sept. 9.

At the time this story broke, there was a big forest fire raging at the doors of Santa Barbara and the Pacific Mail liner Cuba was wrecked on the rocks off San Miguel Island. We had two men going over to get the story in a chartered tugboat.

Just after that, the destroyer story broke, and we certainly mopped up on it.

WILLIAM R. MATHEWS,
Business Manager,
Santa Barbara Morning Press.

A Post Office Request

NEW YORK, Sept. 18, 1923.

To EDITOR & PUBLISHER: In about 50 per cent of the advertisements which appear in newspapers and magazines the advertiser's name and city only are printed at the bottom of the advertisement, the street address being omitted. The omission of the street address from mail sent to the advertisers not only imposes a constantly increasing burden upon the post office, but seriously interferes with the prompt disposition of such mail; in fact, nondelivery is often the result of the failure to furnish a complete street address.

About 80,000 pieces of mail, exclusive of those addressed to the largest and best known firms, are received at this post office daily without street address, and this condition is true in a greater or less degree in all of the larger post offices in the country. The delivery of this incompletely addressed mail is delayed from 8 to 24 hours. Much of the mail sent in response to advertisements is first distributed in railway post offices. The distributers on the trains know their schemes of distribution by street and number, but are not familiar with the street address of even some of the largest firms. A letter bearing a complete street address can be boxed or distributed to the point of delivery and the package sent directly to that point, thereby insuring its prompt delivery. If there is no street address on a letter it can not be sent direct to the delivering station; such mail is tied in packages and sent to the General Post Office, where it must be turned over to the expert assorters. These experts dispose of as much of the mail as they can, and after they have handled it there are about 20,000 pieces the addresses for which must be searched for in the directories, and of that number as many as 10,000 remain undelivered.

The importance of including the street and number in addresses for mail matter is increasing every day. As our great cities grow, the necessity for specific local directions becomes more pressing.

In no city is the need for specific addresses greater than in New York. The city is so large, its growth is so rapid and the changes so frequent, that it is physically impossible for postal employees to memorize the names of the thousands of hotels, apartment houses and office buildings that abound, to say nothing about the names of business concerns.

If advertisers do not include in their advertisements the complete address that will assure delivery of mail sent as the result of such advertisements, not only will the burden of disposing of this mail continue, but the advertiser will lose the business which he is seeking by reason of delay or nondelivery of the replies.

I am sure that if you will point out to the advertisers in your publication the benefit to them to be derived from the use of a complete street and number address in their advertisements, they will recognize that it will be to their interest to include the street and building number and will arrange to have this information shown even though in some cases it may require an extra line in the advertisement.

I am, therefore, soliciting your co-operation in the campaign for complete addresses on mail in view of the advantages which will result to your advertisers and readers, as well as to the postal service, and will be very glad to receive any reply which you will be good enough to make, for which purpose an official envelope (which requires no postage) is enclosed.

E. M. MORGAN, Postmaster.

No Agate Type in England

NEW YORK, Sept. 14, 1923.

To EDITOR & PUBLISHER: It will probably interest some of your readers to know that in England there is no such type as "agate" and that English newspaper space is not covered in "lines" but by inches.

Agate type is called "ruby" in England, but is seldom used in British newspapers, "pearl" being a much commoner size and, as you know, slightly smaller. Pearl runs 15 lines to the inch as against 14 lines of agate.

It is, of course, always possible to quote British newspaper space in agate lines, once one knows there are 14 to the inch, but because this type is not used across the water, it necessary that all orders should read in inches.

HARRY H. FIELD,
Business Representative,
London Daily Mail.

1893 SERVICE 1923
as visualized by
BENJAMIN & KENTNOR CO.

WE RENDER SERVICE that helps newspapers to render service.

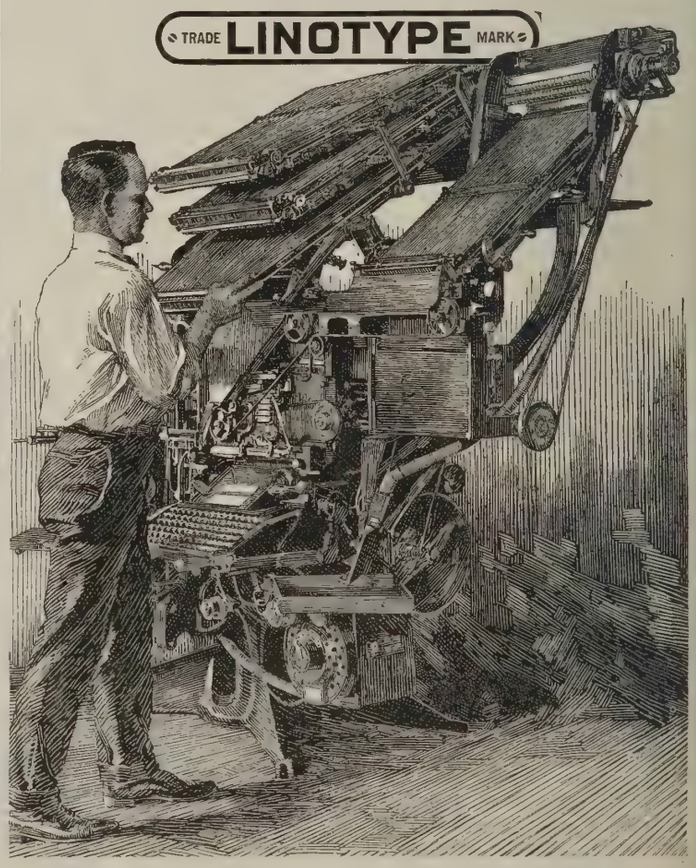
Coordination of effort by newspaper and representative is essential to produce the ultimate in national lineage.

We are peculiarly equipped to help newspapers that have never been helped.

BENJAMIN & KENTNOR CO.
Newspapers Advertising Representatives
2 W. 45th St. New York
900 Mallers Bldg. Chicago
401 Van Nuys Bldg. Los Angeles

The Single Keyboard Model 14

TRADE LINOTYPE MARK



Three main magazines and a 34-channel auxiliary all operated from one power-driven keyboard. Any magazine can be changed without disturbing the other magazines or the auxiliary.

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N. Y.

Composed entirely on the LINOTYPE

"OHIO

has 1,414,068 families averaging 4.2 persons to the family.

They have on deposit in the State and Savings Banks of over $1,500,000,000.

Ohio wage earners numbering 730,000 receive annually $944,000,000.

Ohio farm properties are valued at over $3,095,000,000.

Her farming implements are worth $146,575,000.

She raises annually 60,000,000 bushels of wheat valued at $125,000,000.

She harvests every twelve months about 50,000,000 bushels of oats valued at $40,000,000.

Her corn belt last year yielded 150,000,000 bushels of corn valued at over $200,000,000.

Her wool clips amount to 14,000,000 lbs. valued at nearly $10,000,000.

Coal is mined in thirty of Ohio's eighty-eight counties. The output of her mines amounts to over 45,000,000 tons of bituminous coal. Ohio stands fourth among the States of the Union in quantity of coal mined.

Ohio is one of the greatest producing States in the Union and one of the biggest buying states. It is a state of preferred buyers, keen in their analyses of fundamentals, ready and willing and able to buy with cash at a moment's notice. These dailies reach all Ohio's worth-while buyers.

FIRST"

		Circulation	2,500 lines	10,000 lines
*Akron Beacon Journal	(E)	37,155	.10	.10
*Akron Times	(E)	22,782	.06	.06
*Akron Sunday Times	(S)	21,773	.07	.07
†Bellefontaine Examiner	(E)	4,642	.02	.02
†Cincinnati Enquirer	(M&S)	73,098	.17-.35	.17-.35
†Columbus Dispatch	(E)	86,427	.17	.16
†Columbus Dispatch	(S)	87,448	.17	.16
Columbus, Ohio State Journal	(M)	50,124	.12	.13
Columbus, Ohio State Journal	(S)	29,206	.12	.13
†Conneaut News Herald	(E)	3,040	.0225	.0225
†Dover Daily Reporter	(E)	4,683	.02	.02
†Ironton Irontonian	(M)	3,310	.0179	.0179
Kenton Democrat	(E)	2,400	.014	.014
†Lima News and Times-Dem.	(E&S)	16,928	.07	.05
*Lima Republican-Gazette	(E&S)	10,610	.05	.05
Middletown Journal	(E)	5,117	.025	.025
†Newark American-Tribune	(E)	6,980	.025	.025
Piqua Call and Press Dispatch	(E)	6,073	.03	.03
†Portsmouth Sun and Times	(M&E)	17,545	.06	.06
†Portsmouth Sun-Times	(S)	11,923	.04	.04
†Steubenville Gazette	(E)	8,551	.03	.03
*Toledo Blade	(E)	102,875	.27	.25
†Toronto Tribune	(E)	1,108	.015	.015
*Youngstown Vindicator	(E)	26,744	.07	.07
*Youngstown Vindicator	(S)	26,020	.07	.07

*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

VETERAN IN POLITICS DIES SUDDENLY

Joe D. Salkeld, of Chicago Journal, Believed on Road to Recovery When End Comes

Joe D. Salkeld, political editor of the Chicago Journal, and one of the best known writers on public affairs in the West, died on Monday of this week at the Chicago Memorial Hospital, Chicago, after an illness of about ten weeks. For the last week he was believed to be on the way to recovery. He had been ill with heart disease.

Mr. Salkeld on Sunday had discussed with members of his family the prospect of leaving the hospital and returning to his home, 4557 South Michigan avenue, for a period of convalescence. "I'm anxious to get back to work and see the boys and girls at the office," he said. Sunday night, however, an unexpected complication brought on an embolism of the brain which caused him to lose consciousness. He failed to respond to treatment.

Joe had many friends among politicians. Men high and low on the political ladder trusted him with their confidences. He had an exclusive story in predicting the indictment of Gov. Len Small of Illinois. At the end of the Governor's trial, which resulted in acquittal, he wrote Joe complimenting him for his fair treatment of the entire case in the press. Salkeld was well known at the national political conventions.

Mr. Salkeld was associated with the Journal for ten years. He was 51 years old. He had been in newspaper work for thirty years. Mr. Salkeld was born in West Liberty, Ohio, and moved with a sister to Mattoon, Ill. His first newspaper work was on the Springfield (Ill.) Register. Later he was a reporter on the St. Louis Post-Dispatch and the St. Louis Republic. He moved to Washington and became city editor of the Washington Post.

On the occasion of a birthday the staff of the Washington Post gave him a testimonial in which some of his outstanding characteristics are outlined. One paragraph read: "You are a bold giver, but a bashful receiver." After leaving Washington he became associated with the New York Herald, and later with the Chicago Tribune. He went to the Chicago Journal as a copyreader. He became in turn assistant city editor and city editor. His love for politics, however, brought about an assignment to Springfield, the State capital. And thus he became known in later years to politicians through the West. Eight months ago he was honored with an appointment as a member of the Cook County Civil Service Commission.

FRANK A. TIERNEY DIES

Versatile Albany Newspaper Man Began As Argus Copy Boy

Frank A. Tierney, aged 44, one of the most versatile newspaper men developed in Albany, died suddenly Sept. 17 at the Albany Club. He was born in Albany and began as a copy boy on the Argus. After graduating to reporter, he joined the staff of the Times-Union where for many years he was political man. When Martin H. Glynn, editor of the Times-Union became Governor, Tierney was appointed his private secretary. On retiring from that office he returned to newspaper work and was Albany correspondent for the New York Sun.

Tierney served as secretary to the State Factory Investigating Commission in 1911 and was secretary and president of the Legislative Correspondents Association. His success as a speaker and campaigner for war activities made him secretary of the New York State Mobilization Resources Bureau, and he is said to have sold personally $15,000,000 in Liberty bonds at public meetings.

He attracted the attention of William Fox, motion picture producer, and he became executive representative of the sales department of the Fox organization several years ago and took up his residence in New York. He possessed much originality and his humorous writings, poems and songs had literary merit. As an entertainer, he was much sought after, and was heard frequently at dinners and public meetings in original songs and monologues. He is survived by his widow, two sisters and a brother.

PRINTER-PUBLISHER DIES

Robert M. Donaldson, 75, was Veteran of the Civil War

Robert Montgomery Donaldson, aged 75, printer, publisher, and financier, died suddenly at Haines Falls, N. Y., Sept. 15.

Born in Edinburgh, he was brought to this country at the age of five. During the Civil War he served with the First New York Mounted Rifles. After the war, with his three brothers, he founded the firm of Donaldson Bros., printers and lithographers, later merged into American Lithographic Company. Of the latter firm, he was president 20 years.

He was also secretary-treasurer and director of the American Magazine, the Woman's Home Companion, and Farm and Fireside, all owned by the Crowell Publishing Company. In 1917 he became associated with the Passaic Cotton Mills and its subsidiary companies, playing an important part in the final consolidation of these companies into the American Cotton Fabric Corporation, of which he was vice-president.

He is survived by his widow and six children.

Veteran Printer Ends Life

(By Telegraph to Editor & Publisher*)*

San Antonio, Sept. 17.—William Potshisuky, aged 66, son of the first Surveyor of the Republic of Texas and employed for 44 years as a printer by the Express Publishing Company, shot himself to death while seated in a park today. He lately had complained of being lonesome. He was unmarried. He had been pensioned both by his former employers and the Typographical Union.

Obituary

Harry Wilbert Cooper, editor of the Price (Utah) News-Advocate, died.

Joseph E. Cox, Jr., prominent grain dealer of Richmond, Va., and father of Virginia Lee Cox, feature writer on the Dispatch papers, died Sept. 15.

Roland E. Spence, editor of the Arthur (Neb.) Enterprise, died Aug. 22.

Charles E. Gaddis, aged 64, father of Ivan Gaddis, assistant city editor of the Omaha News, and Vaughn Gaddis of the Omaha World-Herald, died at Lincoln. He was a direct descendant of Col. Thomas L. Gaddis, who served in the Revolutionary War. He was an uncle of the late Earl Gaddis of the Omaha World-Herald.

Dr. Charles Frederick Millspaugh, aged 69, curator of the department of botany at the Field Museum, Chicago, since 1893, and writer of a number of books on his studies, died in the Presbyterian Hospital, Chicago, after several weeks' illness of pneumonia. He was a son of John Hill Millspaugh, famous etcher, and nephew of Ezra Cornell, founder of Cornell University. Dr. Millspaugh was born in Ithaca, N. Y.

Fred J. Wharton, veteran printer of Bay City, Mich., is dead following a stroke of apoplexy. For the past 42 years he had been employed as a compositor on Bay City papers, 35 years being spent with the Bay City Times-Tribune.

Mrs. Mary McDonald, for more than 45 years a resident of Chicago, and mother of Thomas F. McDonald, a newspaper man of Butte, Mont., died in Chicago.

Mrs. D. W. Van Deusen, aunt of Don C. Van Deusen, editor of the Blair (Neb.) Pilot, died at Kennard, Neb., Sept. 7.

Dr. F. R. Bailey, aged 52, one of the best known physicians of Elizabeth, N. J., died. He was the author of text books on histology and embryology.

Robert Patterson, aged 64, father of J. E. Patterson of the Western Newspaper Union at Omaha, died at Albion, Neb., Sept. 11.

Prof. J. W. Mahan, Sr., aged 77, father of J. W. Mahan, Jr., managing editor of the Dallas Morning News, died at Austin. He was one of the best known early day educators in Texas.

George Perryman, aged 73, editor of the Greenville (Ill.) Item, was struck and killed by an automobile Sept. 10.

Marvin Finern, aged 7, son of Henry Finern, editor of the Dennison (Ia.) Bulletin, died Sept. 7 from a fracture of the skull sustained when he fell from a tricycle.

Robert Clarke, aged 84, pioneer publisher of Texas, died in Chicago. A native of Dublin, he came to America with his parents while quite young. The family settled in Galveston, where Mr. Clarke entered the printing business. He printed the first issues of the Galveston News for A. H. Belo & Co., and later at Galveston he founded the firm of Clarke & Courts, stationers. In 1890 he sold this business and moved to San Antonio and founded the Maverick-Clarke Litho Company. After several years he severed his connection with this firm and founded the Clarke Printing Company.

J. Judson Worrall, aged 53, part owner of the Staten Islander, semi-weekly, published at Tompkinsville, S. I., is dead. He was formerly connected with the old Commercial-Advertiser and New York City dailies. He was born in Matawan, N. J., and began work on the Journal there 35 years ago. He served in Cuba during the Spanish-American War. His widow and son, John, Jr., of the New York Evening Telegram, survive.

Rev. John B. Noyes of St. Louis, for many years editor and publisher of Hicks' Almanac, died in West Bend, Wis.

WEEK FOR STATE AUTHORS

Nebraska Governor Takes Omaha News Idea for Honoring Penmen

Governor Charles W. Bryan of Nebraska has issued a proclamation setting aside the week of Oct. 22-29, inclusive, as "Nebraska Authors' Week." He requests that the week be set aside by all newspapers, schools, churches, libraries and clubs as a period in which to show the "gratitude and loyalty" of the people to Nebraska authors. The proclamation was issued at the request of the Omaha Daily News, which has been sponsoring the idea.

The proclamation follows:

"To the people of Nebraska: The culture of a people is expressed by its authors who, by the magic of the written word, record their aspirations and achievements and inspire humanity to greater spiritual growth and development.

"The State of Nebraska, as well as the nation, owes a debt of gratitude to its writers who immortalize the character moulding of mankind.

"Therefore, I, Charles W. Bryan, Governor of Nebraska, wishing to give our schools, our press, our churches, our libraries and our cultural clubs an opportunity to show our gratitude and loyalty to our older writers of international renown and to encourage our younger writers to greater literary excellence, do designate and set aside the week of Oct. 22 to 29 to be known as Nebraska Authors' Week.

"I express hope that an organized effort will be made throughout the State to give our homefolk encouragement and inspiration drawn from the work of Nebraska authors and to give to the authors the recognition and honor long due them.

"Witness my hand and great seal of the State of Nebraska this 27th day of August, A. D., 1923.

"Charles W. Bryan, Governor."

To Newspaper Owners and Publishers

I have resigned from the General Management of the Hearst Publications to devote my personal attention to the appraisal and development of newspaper properties.

I have associates desirous of purchasing any newspaper large or small that is now profitable, or that could be made profitable by proper financial backing and development.

This is a genuine effort to purchase a few newspaper properties that are susceptible of development. If you have a publication answering above description please communicate with me at once.

All negotiations will be handled by me personally, and will be treated strictly confidential.

HUGH E. MURRAY

25 WEST 43rd STREET

NEW YORK

OUR OWN WORLD OF LETTERS

Edited by JAMES MELVIN LEE

Director Department of Journalism, New York University

PING-PONG practice in testing advertising copy is always interesting. Daniel Starch, who is well known for his experimental work in application of psychology to business practice, contributes to the current issue of the Harvard Business Review, an article entitled "Testing the Effectiveness of Advertisements." In his opinion, an advertisement to be successful:

(1) Must be seen.
(2) Must be read.
(3) Must be believed.
(4) Must be remembered.
(5) Must be acted upon.

In other words, the shot should hit the bull's eye.

What powder to use, how to load the gun, when to fire—these are questions on which information is particularly desired. But when it comes to a description of methods, Mr. Starch says:

"I shall not describe in detail the technique of these methods, as it would require too much space here to do so in an adequate manner."

The mantle of space, like that of charity, can certainly cover a multitude of sins in the advertising game.

The trouble with much of the work done in the so-called advertising laboratory is the introduction of artificial conditions. Advertisements of breakfast foods are tested on a group of college girls who have never bought a package of breakfast food in their lives. College boys arrange advertisements in their order of interest while the instructor looks on in blissful ignorance that he is forcing people to read copy. In real life, an advertisement would be skipped if it did not attract attention on its own merit.

But one should not be too critical of Mr. Starch. He avoids many of the pitfalls of his predecessors in the advertising laboratory. Success in testing copy will doubtless come with the improvement of methods. But before one can accept statements as logical deductions, one must know somewhat in detail the methods that have been followed.

Possibly the most practical part of the article by Mr. Starch is where he discusses the attention value of headlines. Every advertising man will doubtless O. K. the concluding paragraph:

"Thus, scientific methods, applied to the numerous problems of advertising, promise to make advertising more effective and to put it on a more economical level. When the reliability of these methods becomes more generally known, probably few important advertising programs will be carried without first making a careful testing of the copy and the material to be used."

* * *

SEVERAL WEEKS AGO, I printed a brief comment about "Adventures in Human Nature" published in Harper's Magazine and written by an anonymous author who recalled some of her experiences in interviewing the great and the near-great for the daily press. So many slurs have been, in my opinion, unjustly thrown at reporters for breaking faith with those interviewed that I want to quote this paragraph from a letter written by Judge Buffington of the United States Court, to the editor of Harper's Magazine:

"During 30 years on the bench, I have had my share of dealing with newspaper men. I have never been deceived by one of them. They have always respected a wish or confidence reposed in them. Many times when I felt that what they desired to know should not be published, I have frankly told them what they wanted to know and then told them why it should not be made public, and they have always respected my confidence. Then I bear witness to the accuracy of their reports and my observation that the best reports were those reported from memory."

Other jurists have borne similar testimony to the trustworthiness of American reporters. Occasionally, a newspaper man breaks a confidence but in most cases which I have personally investigated, I have found that the reporter had learned from other sources the items which he was asked to keep out of his paper.

* * *

A RECENT ISSUE of the Library Journal published in New York City printed a tentative list of references in an article entitled, "Newspaper Reference Libraries."

* * *

SOME TIME IN OCTOBER, "Remembered Yesterdays" by Robert Underwood Johnson will be published by Little, Brown & Co. of Boston. Mr. Johnson was intimately connected with the Century Magazine in an editorial capacity for 40 years. His reminiscences, therefore, ought to be good copy.

* * *

A DRAMATIC NARRATIVE of unusual strength is "Feet of Clay" (Little, Brown & Co.), by Margaretta Muhlenberg Tuttle.

Mrs. Tuttle's father was for 20 years prior to his death, managing editor of the Cincinnati Enquirer; and she received her training as a writer under his hand. During the war, she was attached to the Publicity Department of the American Red Cross in Paris.

The theme dramatised in "Feet of Clay" is the gospel of WORK. Both in its subject matter and in its mode of treatment, this novel will appeal to newspaper people.

* * *

AMERICAN ADVERTISERS seeking European markets should not overlook the Hulton News. This publication is a magazine about the British market in general and the Hulton group of newspapers in particular. The current issue is devoted to telling the reader how to advertise to the women of the British Isles in an effective way. It prints a personal invitation from Sir Edward Hulton, in which he invites American advertisers attending the next convention of the Associated Advertising Clubs of the World in London, to visit his newspaper plants not only in London but also in Manchester.

* * *

ALMA SIOUX SCARBERRY is the author of "Playing Around in the Fourth Estate"—a series of articles in the Magazine Section of the Brooklyn Sunday Eagle. In these sketches the author recounts some of her adventures and thrills which she, as a girl reporter, experienced in chasing the ever elusive news. She believes that everybody likes to be interviewed, and insists that when anyone says that it annoys him to be recognized through the press, he is only "spoofing."

* * *

FALL FICTION includes The Waddington Cipher (Doubleday, Page & Co.), by William Johnson, who is on the editorial staff of the New York World. A fat take was "The Fun of Being a Fat Man" by the same author.

* * *

SIR ARTHUR CONAN DOYLE, in his latest book, "Our American Adventure," thus relates some of his experiences with the ship news reporters when he landed in New York:

"And the next moment they were at close grips with me. A dozen rather unkempt, keen-faced, alert young or middle-aged men, slouch-hatted, overcoated, rough and ready, had boarded our ship at Narrows as soon as quarantine was granted. They pinned me in a corner and were showering questions upon me. These eager men are no intruders. A private individual may resent their presence, but a man on public business has no right to do so. They are not there for their own pleasure."

Later, Sir Arthur adds this pithy comment about the way to treat reporters:

"If you are perfectly frank, you are safe; but they are not men whom I would care to bamboozle."

CHAMPIONS of GOOD WILL

The Good Will Elections, conducted under the auspices of the American Committee for Devastated France, have ended.

Three hundred business and professional women, representing fifty-six cities, have visited France and have inspected the work that the Committee has done there.

These women have been more than inspectors—they have been ambassadors of Good Will. Their visit has served as a reaffirmation of the friendship between the American and French Republics, that has now endured for more than a century. Their visit, also, has been an added evidence of the basic friendship existing between the French and American peoples.

Grateful acknowledgment is made to the press of America for its generous cooperation, which made the elections possible, and more particularly to the papers—champions of Good Will—under the auspices of which elections were successfully conducted.

COOPERATING NEWSPAPERS

Fall River Globe	Buffalo Evening News
Dayton Evening Herald	Buffalo Evening Times
Louisville Herald	Buffalo Commercial
Troy Times	Buffalo Enquirer
Schenectady Union Star	Buffalo Telegram
Newark Star Eagle	Detroit News
Springfield Union	Grand Rapids Press
Paterson Press-Guardian	Peoria Star
Dallas Times-Herald	Bridgeport Times
St. Paul News	Milwaukee Sentinel
Omaha Bee	Kenosha Evening News
Binghamton Press	Wisconsin State Journal
Worcester Telegram & Gazette	Atlanta Journal
Elmira Star-Gazette	Cincinnati Enquirer
South Bend News-Times	New Orleans Item
Altoona Tribune	Baltimore News
Williamsport Gazette & Bulletin	Boston Herald
Nashville Tennessean-American	Richmond News-Leader
Erie Dispatch-Herald	Wilmington Evening Journal
Wichita Beacon	Indianapolis News
Atlantic City Press-Union	New York Sun and Globe
Chicago Daily News	Brooklyn Daily Eagle
Philadelphia Bulletin	St. Louis Globe-Democrat
Cleveland News	New Haven Journal-Courier
Kansas City Journal	Denver Post
Duluth News-Tribune	Toledo Blade
San Francisco Bulletin	Pittsburgh Chronicle-Telegraph
Fort Wayne Journal-Gazette	Minneapolis Tribune
Topeka Capital	Hartford Times
Buffalo Express	Harrisburg Telegraph
Buffalo Courier	Reading Herald-Telegram

The success of the elections is a testimonial to the power of the papers listed, just as it is evidence of their willingness to render a continued service in the cause of international Good Will. The work they have done in helping to rebuild war-torn areas will never be forgotten. The memory of the support accorded it by the Good Will Election papers will always remain the most cherished possession of—

AMERICAN COMMITTEE FOR DEVASTATED FRANCE

National Advertisers WHO THINK IOWA FARMERS ARE BROKE ARE ALL WRONG

THE National Advertisers who are staying out of the State of Iowa because of the talk about the low price of wheat, are certainly not in touch with conditions as they really exist.

Iowa is not seriously affected by the wheat crop as that is only a very small percentage of the production of the state's farming industry.

Corn, cattle and hogs continue as the principal productions of Iowa's immense farms, and as prices on these commodities are good at the present time, Iowa farmers are prosperous and have plenty of money with which to buy all necessities and many luxuries.

The larger stores in the cities have been watching conditions and placed large orders for the fall trade. All other industries are also in a very prosperous condition, making Iowa one of the best markets for the National Advertiser.

Use the Following Newspapers and Cover Iowa, a Buying State with Money to Spend

	Circulation	Rate for 5,000 lines
*Burlington Hawk-Eye (M)	10,798	.04
*Burlington Hawk-Eye (S)	14,751	.04
*Cedar Rapids Gazette (E)	20,636	.06
†Council Bluffs Nonpareil (E&S)	16,055	.05
*Davenport Democrat & Leader (E)	15,033	.06
*Davenport Democrat & Leader (S)	18,132	.06
*Davenport Times (E)	24,856	.07
*Des Moines Capital (E)	62,780	.14
*Des Moines Sunday Capital (S)	28,769	.14
*Iowa City Press-Citizen (E)	6,320	.035
†Mason City Globe Gazette (E)	12,019	.04
*Muscatine Journal (E)	8,022	.035
*Ottumwa Courier (E)	13,186	.05
*Waterloo Evening Courier (E)	15,909	.05

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

BOTH SIDES CRITICIZED IN SAN FRANCISCO

Publishers and Printers Lack Perspective and Statistical Information, Says Labor Arbitrator—Increase Granted

Lack of a perspective of labor problems and deficiency in specific information and knowledge of statistics on the part of both publishers and printers, characterized the arbitration proceedings by which the labor difficulties in the San Francisco newspaper industry were adjusted.

That is the conclusion of David Weiss, special investigator for the Department of Labor, whose report of the arbitration has been made public. The final award was an increase of $6.50 a week for both day and night workers in San Francisco composing rooms, bringing the San Francisco typographical scale up to $48.50 to $51.50 a week for 45 hours.

"The union spokesmen," said Mr. Weiss, "overlooked, or greatly underestimated, the significance and the value of the International Typographical Union's beneficial features, such as old age pensions, mortuary fund, Printers' Home, etc., for which all compositors are taxed. From both a social and economic standpoint these are of inestimable value to both printer and employer. And most printers are of the opinion that the employer, in the form of increased wages, should help pay these benefits which redound equally to him and society, and are indispensable to the printing industry.

"The publishers' committee, on the other hand, being on the 'defensive,' spent most of its time refuting the arguments of the union. It too, like the printers' committee, lacked expert information, reliable statistics, and a broad, social viewpoint, seeking more to discredit the union's testimony than to ascertain the real facts. True, the committee was in a most difficult position in attempting to prove that the newspaper business of San Francisco could not pay the increase in wages asked for by the printers. But to prove this it would have been necessary to open the books of the members of the association, a request which both the publishers' committee and the union knew well would be refused. Because of this failure, the chairman of the arbitration committee ruled that until the publishers produced their books, he could not entertain the publishers' plea that they could not afford to pay the increase in wages."

The demand of the union was for an increase of $11.50 a week for journeymen employed on afternoon papers and $11 for the journeymen on morning newspapers. The arbitration committee was composed of Paul Sinsheimer, chosen by the publishers' and union representatives as chairman, with W. H. B. Fowler, J. A. Callahan and H. W. Norton for the publishers and Louis Borkheim, Don Stauffer and Harry Johnstone, for San Francisco Typographical Union No. 21.

Both sides made the cost of living their principal point, the printers maintaining that the existing scale of $42 and $45 was insufficient for the support of the average family in San Francisco, the publishers basing their argument on the award handed down in the Carmen's Union in San Francisco in which a typical family budget was set up as the basis for the award in that case.

In summarizing the printers' arguments regarding the increased earning power of the San Francisco papers, Mr. Weiss said:

"It was further asserted that the charge for advertising as shown by the printed rate cards was 80 per cent higher for a Sunday insertion than for the same space on weekdays. Moreover the San Francisco papers had practically no competition and they circulated over the entire Pacific Coast. Subscription rates, the union said, had been advanced 83⅓ per cent by the Call and the Bulletin, and 20 per cent by the Chronicle and Examiner. Evidence was presented to show that the 'increase of advertising over reading matter' from May, 1914 to May, 1920, ranged from 46 per cent for the Chronicle to 65 per cent for the Examiner and advertising rates from 8⅓ per cent for the Call to 30 per cent for the Bulletin."

NEWSPAPER CLUB CAMPAIGN

Special Service Number of Club Reporter Is Feature

The Newspaper Club began its fall season with a service campaign, which will continue until Thanksgiving. The feature is a special service number of the club's official publication, the Club Reporter. It is a six-page illustrated issue, with service articles by Bozeman Bulger, Jack Binns, Stephen Rathbun, Charles Somerville, Gene Fowler, Charles G. Hambridge, and others. The service campaign is outlined as follows by Augustin McNally of the special membership committee:

"The Newspaper Club is now in its second year, looking ahead to a not far distant day when it will lay the cornerstone of its own structure or enter one already built. Such an event in the history of journalism in a metropolis such as New York can only be delayed by the utter lack of inspiration and initiative in the profession, the lack of that sort of go-forwardness which authors, actors, theatrical press agents, and other collective bodies closely related to journalism have exhibited.

"The Newspaper Club has had a reasonable measure of success up to the present. It is growing not by leaps and bounds but with that old-fashioned look-before-you-jump prudence in leadership, which, coupled with pluck and initiative, must attain the goal, a permanent home for journalists, within a period of, say, five years. Because it has made the progress of being able to stand on its own two feet, when less hopeful things were forecast if not wished for it, it was decided to let out the sails a bit, inform newspaper men in New Jersey and Northern New York concerning the club and its reason for existence. It's the business of a Newspaper Club to let newspaper men know that it is a going concern. A club such as our club should have a non-resident membership list that would make it a national meeting place for publishers, editors, reporters. Any reader of EDITOR & PUBLISHER who is interested in The Newspaper Club will be mailed a copy of the Service number of the Club Reporter on request."

The officers of the club are: President, Charles G. Hambridge, New York Times; first vice-president, Gene Fowler, New York American; second vice-president, Philip D. Hoyt, New York Times; treasurer, John R. Binns, New York Tribune; recording secretary, Alfred W. Pierce, Sun and Globe; corresponding secretary, Ben Mellon, EDITOR & PUBLISHER.

Visit to Legion Mountain Camp

A party of prominent newspaper men recently made an inspection of the American Legion Veterans Mountain Camp at Tupper Lake. The company included Col. D. T. Stuart, associated with the Western Newspaper Union; Charles Steffens, New York Times; Richard F. Merrifield, New York Sunday World; Walter Chambers, New York Sun & Globe; J. M. Nichols, Jr., New York Herald; E. C. Taylor, publicity department Veterans Mountain Camp; and C. L. Mosher, Brooklyn Daily Eagle. The purpose of the visit was to aid a State-wide drive for the endowment fund to be raised for maintenance of the camp.

Macfaddens Pay on Acceptance

The True Story Magazine announces a change in the rate of payment for stories. The minimum rate is now two cents and the maximum rate ten cents a word. Fulton Ousler, supervising editor of the Macfadden Publications, states that decisions on MSS are given within two weeks, and payment is on acceptance. This is true also of Physical Culture, Metropolitan, True Story, True Romances, Beautiful Womanhood, Brain Power and Movie Weekly Magazine.

Detroit Sunday Paper Under Fire

The editor and printer of the Detroit Sunday Star have been summoned to appear at the District Attorney's office for interrogation regarding the quality of matter published, following a complaint by the Detroit Council of Churches.

TIPS FOR AD MANAGERS

Adamars Company, Pine at 21st street, St. Louis. Reported placing orders for the H. C. Cole Milling Company, "Omega" and "White Ring" Flour, Chester, Illinois.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing orders for Schnefel Bros., "La Cross" Manicure and Implements and Sets, Newark, New Jersey. Sending out Fall schedules for Columbia Graphophone Company.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Making 3,000-line contracts for the American Radiator Company.

George Batten Company, 383 Madison avenue, New York. Now placing the following accounts; American Piano Company, New York and A. S. Boyle Company "Old English Wax," Cincinnati.

Blackett & Sample, 58 East Washington street, Chicago. Placing orders for the Bassick Manufacturing Company, "Alamite," Chicago.

Boswell-Frankel Agency, 786 6th avenue, New York. Sending out one time orders for the October number of Hearst's International.

Burnett-Kuhn Company, 605 North Michigan avenue, Chicago. Sending out three time orders, with a total of 2,258 lines for the Chicago Tribune.

Caples Company, 225 East Erie street, Chicago. Making contracts for the Remington Typewriter Company, New York.

Collins-Kirk, Inc., 400 North Michigan avenue, Chicago, Ill. Orders and contracts going out on Murine Eye Remedy Co. Preparing a list on John F. Jelke Company (Jelke Butterine).

J. H. Cross Company, 1500 Locust street, Philadelphia. Making contracts with some Pacific coast newspapers for Munyon's Homeopathic Remedy Company, Scranton. Making 5,000-line contracts for Tomson & Company.

D'Arcy Advertising Company, International Life Building, St. Louis. Reported to be placing the account of the Gardner Motor Company, St. Louis.

Robert H. Dippy, Denckla Bldg., Philadelphia, Pa. Making 2,800-line yearly contracts for George D. Wetherill & Co.

Erwin, Wasey & Company, 58 East Washington street, Chicago. Renewing newspaper contracts for the Reserve Remedy Company, Cleveland. Orders and contracts issuing in general on Reserve Remedy Company, Cleveland, O., and in western towns on Western Grocer Company, Marshalltown, Ia. Making 5,000-line contracts for the Reserve Remedy Company.

Federal Advertising Agency, 6 East 39th street, New York. Making 17,000-line contracts with New York City newspapers for Bamby Bread.

George W. Ford Company, Hurt Bldg., Atlanta, Ga. Placing account for the Enterprise Wheel and Car Corporation, Bristol, Tenn.-Va.

Albert Frank & Co., 332 South LaSalle street, Chicago, Ill. Placing account for the Chicago Trust Company, and now planning a Fall campaign.

Daniel Frey Company, 104 S. Michigan avenue, Chicago. Handling 5,000-line contracts in papers generally for Crane Co.

Charles H. Fuller Company, 623 South Wabash avenue, New York. Making yearly contracts for Fuller's Mail Order Customers. Preparing list on E. Lawrence & Company, Chicago. Will handle test campaign in three or four Metropolitan cities for Joliet Macaroni Company, Joliet, Ill.

Gardner-Glen Buck Company, 1627 Locust street, St. Louis. Making contracts with newspapers in selected sections for the Sealy Mattress Company, Sugarland, Texas.

Goode-Berrien, Inc., 19 West 44th street, New York. Placing page copy with newspapers in selected sections for the Crowell Publishing Company, "Women's Home Companion," New York.

Griffin, Johnson & Mann, 350 Madison avenue, New York. Sending out 8 time orders for the Chilean Nitrate Committee.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Making yearly contracts for the Famous Players-Lasky Corporation.

E. W. Hellwig Company, 299 Madison avenue, New York. Making 5,000-line contracts for Linit.

H. W. Kastor & Sons Company, 14 East Jackson boulevard, Chicago, Ill. Beginning January 1, 1924, will place advertising of Orange Crush Company, Chicago.

John S. King Company, Newman-Stern Bldg., Cleveland, Ohio. Placing account for The Wooster Brush Company, Wooster, Ohio.

Kling-Gibson Company, 220 South State street, Chicago. Continuing to handle mail order advertising of Oliver Typewriter Company, New York and Chicago, publicity end for whom will be handled by David C. Thomas Company, 165 East Erie street, Chicago.

La Porte & Austin, 350 Madison avenue, New York. Reported will use some New York newspapers for the Port-O-Phone Corporation, Hearing Devices, New York.

Lord & Thomas, Wrigley building, Chicago. Placing orders with newspapers in various sections for the Hotel Sherman Company, "College Inn Cooked Food," Chicago. Issuing general contracts and orders on Pepsodent Company, Chicago, and Edna Wallace Hopper, Waukesha, Wis. Making 10,000-line yearly contracts for the Pepsodent Company.

Theo. F. MacManus, Inc., 82 Hancock avenue, East, Detroit. Making contracts with newspapers in various sections for the Peerless Motor Car Company, Cleveland.

Marks Advertising Company, 45 West 34th street, New York. Sending out schedules for the Lionel Trading Company.

R. A. Mathews Company, 110 South Dearborn street, Chicago, Ill. Handling a number of cities on an initial campaign for Strong's Laboratory, Chicago, Ill.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago, Ill. Reported they will not prepare new list on National Toilet Company, Paris, Tenn., until after January 1, 19 4.

Robert M. McMullen, 522 5th avenue, New York. Making 5,000-line contracts for Hecker's Flour.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago, Ill. Issuing 1,000-line contracts to Southern papers on Friedman Manufacturing Company (Butterine).

Potts-Turnbull Company, Gates Bldg., Kansas City, Mo. Using 340 lines twice for the Portland Cement Association.

Frank Presbrey Company, 247 Park avenue, New York. Making 1,000-line yearly contracts for the Aluminum Cooking Utensil Company. Sending out ten time orders for W. & J. Sloan.

William R. Robinson & Company, 175 Fifth avenue, New York. Placing orders with newspapers in selected sections for Listerated Gum Company, New York.

Sehl Advertising Agency, 139 North Clark street, Chicago, Ill. Issuing orders and contracts in western states on D. B. Scully Syrup Company.

Street & Finney, 171 Madison avenue, New York. Now handling account of Davega Company, Sporting Goods, New York.

J. Walter Thompson Company, 14 East Jackson Boulevard, Chicago. Issuing fall schedules on Hart, Schaffner & Marx. Issuing 15,000-line contracts to Metropolitan papers (no small towns on this schedule) on Sun Maid Raisin Growers, Fresno, Calif.

United States Advertising Corporation, Second Nat. Bank Bldg., Toledo, Ohio. Making 5,000-line contracts for Auburn Motors.

Wales Advertising Company, 141 West 36th street, New York. Placing contracts with some Pacific coast newspapers for the Holophane Company, Auto Lens, etc., New York.

43,000 AT SUN PAPERS' PARTY

New Baltimore Stadium Packed at City Service Games

One of the greatest successes in newspaper-promoted athletic events was put over in Baltimore Saturday afternoon, Sept. 15. Forty-three thousand went to Baltimore's new Stadium to see the Police, Fire and Postal games started by the Sun and Evening Sun. Three hundred and thirty-nine members of the three services participateed. The crowd was perhaps the largest ever assembled at one point in the history of the city. Every seat was free.

The Sun papers started plans Aug. 1 for the meet, which will be an annual affair. The News and the American, Hearst papers in Baltimore, and the Post, Scripps-Howard tabloid, each gave handsome cups. The Sun papers gave the chief trophy, a bronze figure of "Victory" about two feet high mounted on a dark wood base. It is by Evelyn B. Longman. A duplicate of it is in the Metropolitan Art Museum in New York.

EASTMENT QUITS M'CLURE'S

General Manager of Newspaper Syndicate Resigns Position

P. C. Eastment has resigned as vice-president and general manager of the McClure Newspaper Syndicate.

He has not yet made known his plans for the future.

Back Franklin Memorial

The Associated Advertising Clubs of the World is backing the Sons of the Revolution, New York Chapter, and the Veterans of Foreign Wars in a plan for erection of a national memorial to Benjamin Franklin in Washington. It is also proposed to make Jan. 17 a day of patriotic celebration in observance of the birth of Benjamin Franklin.

Religious Paper 110 Years Old

The Christian Observer of Louisville, on Sept. 5 celebrated its 110th year of continuous publication. This Presbyterian family journal claims to be the oldest religious newspaper in the world. For 96 years it has been in the Converse family. Dr. David M. Sweets is editor.

INDIANA

Is the "Heart" of the Nation's Population

This state is practically the center of population of the United States. That means that your advertising campaign will have far reaching influence in all directions—in adjoining territory rich in results.

The position of Indiana, the location of its cities and its interchange of business with neighboring states have been responsible for the expansion of a highly developed network of railroads. This means that the advertisers' goods will reach every corner of a vast territory anxious to know about the best of everything for sale by big department store or corner grocer.

Such location—such railroad facilities and such desires have created a newspaper reading public, a public which is satisfied only by the best.

And the best in newspapers is the aim and accomplishment of Indiana publishers.

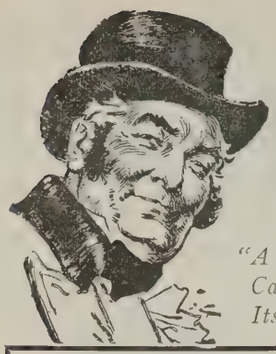
Fine examples of modern messengers of world news and industrial development are listed below.

Always anxious to be of service to their advertisers, these newspapers maintain service departments and go to great expense to cooperate with national advertisers who use their columns.

		Circulation	Rate for 5,000 lines
†Decatur Democrat	(E)	3,144	.025
*Evansville Courier	(M)	26,325	.06
*Evansville Courier	(S)	23,504	.06
*Fort Wayne Journal-Gazette	(M)	26,279	.07
*Fort Wayne Journal-Gazette	(S)	31,008	.07
*Fort Wayne News-Sentinel	(E)	38,328	.09
*Gary Evening Post-Tribune	(E)	10,409	.05
*Indianapolis News	(E)	127,361	.23
*Lafayette Journal & Courier	(M) 7,076 (E) 12,208	19,284	.05
†La Porte Herald	(E)	4,106	.025
†Newcastle Courier	(E)	4,338	.025
†South Bend News-Times	(M) 10,342 (E) 11,263	21,605	.06
*South Bend News-Times	(S)	20,174	.06
†South Bend Tribune	(S) 18,909 (E)	19,368	.055
*Terre Haute Tribune	(E&S)	24,442	.06

*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.



"A National Campaign in Itself."

The Names you see in "JOHN BULL"

WEEK by week prominent public men and women contribute to the columns of "JOHN BULL" articles on subjects of National or world-wide importance. Following are the names (familiar on both sides of the Atlantic) of those who during the past six months have thus used this great medium as a means of reaching and influencing the British Public—

H. H. Asquith
Arnold Bennett
Lord Birkenhead
Rev. Dr. Campbell
Clemence Dane
Sir L. Worthington Evans
A. G. Gardiner
Sir John Foster Fraser
"Gentleman with a Duster"
D. W. Griffiths
Earl Haig
Sir Gilbert Parker, Bt.
Philip Snowdon, M.P.
J. St. Loe Strachey
etc., etc.

Publicists use the pages of "JOHN BULL" to reach the thinking people of all classes in Great Britain, because they know there is not another paper in the country that is so closely read by the "worth-while" public. For precisely the self-same reason Advertisers appealing to all classes use "JOHN BULL." It covers the whole country—and it covers it effectively.

JOHN BULL

BRITAINS DOMINANT WEEKLY

NOTE—"John Bull's" great circulation * is due to editorial merit alone. This paper runs no free competitions, Coupon Schemes, or other fake circulation-boosting campaigns.
**Net Sales exceed 800,000. Rate based on 600,000.*

For Rate Card, Specimen Copy and full particulars write:—

PHILIP EMANUEL, Advertisement Manager,

ODHAMS PRESS LTD.

57-59, Long Acre, London, W.C.2. Eng.

Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT
(*London Editor,* EDITOR & PUBLISHER)

Church Advertising Interests Britain—Frederick E. Potter, of the great advertising agency bearing that name, tells me that he has been delighted at the interesting letters received from American friends since his return from the Atlantic City convention, all of them, he says, breathing the spirit of good-will that was such a characteristic of that time. Mr. Potter adds that the subject of "Church and Publicity"—on which he read a paper—has brought several into touch with him, the hope being expressed that this section of publicity should receive due and full attention at our 1924 convention.

Australian Delegate in London—Hugh Paton, who, with Mrs. Paton, traveled from Melbourne to join the British delegation at Atlantic City, has just reached London. Mr. Paton, who is the principal of one of the best-known advertising agencies in Australia, was the only delegate from that corner of the globe at the A. A. C. of W. gathering, and timed his tour of the world so that he could be present to enjoy communion with his British and American friends. He has been looking up old associates in Britain, it having been some 30 years since he left a Paisley, Scotland, newspaper to pursue the advertising profession in Australia.

Britain 1924—and Possibilities—Every day sees some little new evidence of the widening appreciation of the significance of the convention here in Britain next year. Capt. E. M. I. Buxton, associated with the Paul E. Derrick Advertising Agency here, is one who points out in the Chamber's monthly bulletin that all who have the Anglo-American entente at heart look forward to an ever-increasing flow of business between the two nations.

Personal Paragraphs—Philip Emanuel of Odhams, Ltd., has recovered from the illness which laid him low on his convention trip and has received a general welcome on his return to his friends in Long Acre and Fleet street.

The other casualty of the British delegation, Lionel D. Falk, of D. J. Keymer & Co., Ltd., who injured his eye in a game of deck tennis on the voyage over, is in active harness again.

The four brothers Brinkenmeyer, who accompanied the British delegation, are the principals of a large store devoted to women's wear, known as C. & A. Modes, Ltd., in Oxford street. I hear that they propose following this success by the establishment of branch stores in the large provincial towns.

The Aldwych Club, now reopened after its summer cleaning, is beginning to resume its normal appearance and a constant topic of conversation among returned holiday-makers is the program for next year's convention.

Thomas McDougall, who is associated with the London & North Eastern Railway publicity, is one of the most enthusiastic of all the British delegates. He tells me that the high standard of the American arrangements have set us a high ideal for everything we undertake.

BAKUS-BROOKS IS HOST OF PUBLISHERS

Many from United States and Canada Spend Week-end at Big Northern Newsprint Plant

An inspection of the development work at and near Kenora, Ont., of the Bakus-Brooks Company was made by a large party of United States and Canadian publishers over the week-end of September 9. The C. P. R. bungalow camp at Devil's Gap was headquarters.

The Backus interests are undertaking the construction of what they hope to make eventually the largest newsprint mill in the world. They have already spent about $4,000,000 on the project and expect to spend $30,000,000 before the scheme is completed.

A site of 280 acres has been acquired and on this a pulp mill of 80 tons capacity has been completed, while a paper mill with capacity of 100 tons a day nears completion. It is proposed to add 100 ton units yearly until a maximum of 1,000 tons a day is obtained.

Power is at present derived from the Kenora municipal power plant, which Mr. Backus purchased from the town and which he has remodeled and enlarged. It is also proposed to develop 18,000 horsepower at the Norman Dam, two miles from Kenora. The combined power of the two plants will be sufficient to operate pulp and paper mills with capacity up to 300 or 400 tons a day. When these powers are employed to capacity, the White Dog Rapids can be developed.

The whole development is based on the lease of the English River timber limits, 4,700 square miles in extent, which Mr. Backus recently secured from the Government of Ontario. A railway, 80 miles in length, to tap these limits, is part of the general project under development.

After viewing the power plant and construction work, the visiting publishers were entertained at dinner at Bungalow Camp by Mr. Backus. Speeches lauding their host and declaring that their business relations with him had always been of the pleasantest were delivered by several of the visitors. Peter Heenan, member of the Ontario Legislature for Kenora; George A. Toole, Mayor of the town, and former Congressman C. F. Scott were also speakers.

Publishers with the party were L. S. Whitcomb, Albert Lea Publishing Company; Charles Spencer, Arkansas City News; Leon Shaw, Billings Gazette; Frank D. Throop, Davenport Democrat; E. P. Adler, Davenport Daily Times; E. H. Macklin, Manitoba Free Press; M. E. Nichols, Winipeg Tribune; Wesley McCurdy, Manitoba Free Press; Burford Hooke, Regina Leader; J. P. Earngey, Kenora Miner; J. C. Denions, Dodge City Globe; Dante M. Pierce, Des Moines Homestead; W. E. Hughes, Emporia Gazette; M. T. Sexsmith, Enid Eagle; Jerry D. Bacon, Grand Forks Herald; Charles F. Scott, Tola Daily Register; Harry E. Montgomry, Junction City Union; R. S. Kinsley, Kenosha News Publishing Company; Frank H. Burgess, La Crosse Tribune and Leader; Fred G. Cowles, McAlester News-Capital; C. R. Butler, Mankato Free Press; Linwood T. Noyes, Martinette Eagle Printing Company; D. M. Conroy, Mason City Daily Globe; Gene Husse, Norfolk Daily News; Charles S. Walling, Oskaloosa Daily Herald; F. J. Heaton, Racine Times Call; Roy F. Bailey, Salina Evening Journal; Eugene Kelly, Sioux City Tribune; B. C. Dow, Sioux Falls Argus; Eugene Lorton, F. O. Lorton, Tulsa Daily World; E. P. Greer, Winfield Courier; Marcellus Murdock, Wichita Eagle; Edam Breede, Hastings Daily Tribune; Col. Edward Watson, Columbia Tribune; George Erickson, Spooner News.

140,000 Circulation

The Capital of the nation's largest newspaper, covering Virginia, West Virginia, and southern Maryland.

Over 50% more circulation than any other Washington Sunday paper.

Sunday Times-Herald

G. Logan Payne
Publisher and General Manager

National Advertising Representatives
G. LOGAN PAYNE COMPANY
Chicago, Detroit, St. Louis, Los Angeles

Payne, Burns & Smith
New York and Boston

The
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in London.

When an American salesman plans to create a demand in Britain his first step is to reserve space in the

LONDON

Daily Mail

This newspaper is the paramount, and therefore the recognized medium for National Advertising in England, Scotland, Wales and Ireland. Advertising in these countries is not done by zone.

THE DAILY MAIL has a *guaranteed net sale* larger than that of any other daily newspaper in the world. Printed simultaneously in London and Manchester, the chief business centre of the north—whence it radiates to the most remote parts of the British Isles—it is delivered on the breakfast table each morning in practically every city, town and village.

Here is an abbreviated list of famous American firms who have made—and are still making—good in the old country with the aid of steady publicity in THE DAILY MAIL:

Aeolian Co., Ltd.
Colgate's Shaving Soap
Congoleum Co.
O'Cedar Mop
Dodge Cars
Ford Motors
Grape Nuts
Heinz, H. J. & Co., Ltd.
Hoover Suction Sweeper Co., Ltd.
Kodak
Oneida Community Plate
Paige Motors
Palmolive Soap
Pepsodent Co.
Quaker Oats
Royal Worcester Corsets
Shredded Wheat
Sun Maid Raisins
Waterman Fountain Pens
Williams Shaving Soap

The full list would occupy many pages of this journal. It is only intended here to show that if you want a national sale in Britain you must use Britain's national newspaper—THE DAILY MAIL.

There is not a particle of waste circulation. People who read THE DAILY MAIL have to buy it. That is why, with its world's record net daily sale it is easily

THE MOST INFLUENTIAL NEWSPAPER IN THE UNITED KINGDOM

American advertisers may obtain full particulars of standard rates, etc., from the New York representative of the

DAILY MAIL

at the

DAILY MAIL OFFICES

Telephone: Worth 7270 280 Broadway, New York

EDITORIAL

BERRY MUST MAKE GOOD

NEWSPAPER owners everywhere will approve the decision of the New York proprietors that they will deal no longer with their pressmen through the local union that has made their life miserable for the past three years. This week's outlaw strike, called when differences seemed almost at the point of solution, caps an extended period of minor outrages which are unparalleled in the newspaper history of any city in the land.

Starting almost three years ago, when the 1920 contract expired, the local union has displayed no willingness to co-operate with the employers, despite the fact that its members are receiving the highest wages paid to pressmen anywhere and have received no intimation of a reduction. They delayed negotiations for a contract to succeed the 1920 agreement for over a year and agreed to abide by the result of arbitration only when the proprietors threatened to suspend relations with the union.

Their agreement to abide by the arbitrator's award was worthless. They signalized its adoption by absence from their posts for a whole night, spent in discussing whether to strike in protest. The award maintained their wages, but removed opportunity for overtime that had no parallel in any other craft, and placed control of the pressrooms squarely in the hands of the foremen rather than the chapel chairmen. Their conduct during the eighteen months ended September 1, when this award expired, has been a disgrace to trade unionism and directly at odds with the public pledges of their international union. Their sole aim has been to prove the award unworkable, to secure the restoration of the overmanned presses and unwarranted overtime that they formerly enjoyed.

Threats to use the strike weapon to secure these privileges, held by no other newspaper craft, were met by warnings from their international president, George L. Berry, that no strike would be sanctioned and that the charter of the union would be forfeited by such action.

The warning was unheeded. The pressmen left their posts without notice to their employers or to their international officers. Their strike has not been effective. Every newspaper office in the city is operating and gaining production with every day that passes. Skilled mechanics are being recruited gradually and are assisted by volunteers whose wages and working conditions are not made more pleasant by union aid.

As it stands, the newspaper publishers have won. They have nothing to gain by further traffic with men whose word is proven worthless and whose motives are decidedly variegated. They cannot with comfort to themselves or safety to their invested capital trust the operation of their factories to the local pressmen under their present leadership.

That is the net of the present situation. The publishers cannot control their workmen under the inflammatory direction of President David Simons and his associates. Neither can the international union officers, to whom Simons and his clique are implacably hostile. Mr. Berry hold Mr. Simons that certain acts would call forth certain punishment. Mr. Simons twiddled his thumb to nose and held his course. Mr. Berry has not yet inflicted the promised punishment.

So, as that phase stands, Mr. Simons seems to have the advantage. He is an experienced, wily labor politician and can be trusted to use that advantage while it remains his. The publishers won't deal with him or his administration, but it seems inevitable that the newspapers will eventually have to restore most of his striking followers to their places. No weakness now appears in newspaper ranks, none is expected, but Mr. Simons is sitting tight waiting for signs of a breach. If one appears, victory is his, not only over the newspapers, which might expect another siege of Simonized Hades, but over President Berry, who could look for unpleasant consequences in other large cities.

Mr. Simons has played out his string. His continued presence as head of the New York local means continued deceit and anarchy. President Berry can solve the entire problem by carrying out his promise of forming a new union officered by men who can and will regard a contract as mutually binding in letter and spirit. It is distinctly up to Mr. Berry to make good.

DEFINITE ANSWERS TO DEFINITE PRAYERS.

Section 16.—Matthew 7:7-12.

7 ¶Ask, and it shall be given you; seek, and ye shall find; knock, and it shall be opened unto you:

8 For every one that asketh receiveth; and he that seeketh findeth; and to him that knocketh it shall be opened.

9 Or what man is there of you, whom if his son ask bread, will he give him a stone?

10 Or if he ask a fish, will he give him a serpent?

11 If ye then, being evil, know how to give good gifts unto your children, how much more shall your Father which is in heaven give good things to them that ask him?

12 Therefore all things whatsoever ye would that men should do to you, do ye even so to them; for this is the law and the prophets.

CONSTITUTION WEEK

THIS is the most important anniversary in the history of modern civilization. It is not a holiday under the accepted standards of celebration but nevertheless it was only one hundred and sixty-six years ago that men came from thirteen frontier colonies and signed their names to the Constitution of the United States. In this they established a new nation of liberty in which the individual had equal right with all other men, regardless of birth, to achieve the greatest gifts and the highest honors.

The Constitution of the United States is the greatest document so far conceived by man. It is so good that we hope every one found time to read it this week. Under this pledge of faith in the rights of man the belief of the fathers of this Nation blazes forth as a beacon-light to all the peoples of the world.

However, it seems to mean more to others than it does to us.

This is Constitution Week. In Oklahoma, nevertheless, newspaper editors felt forced to hold a meeting and formulate a call to the newspapers of the nation for support in their efforts to operate a free press that contained news and opinion.

In Huntington, West Virginia, a judicial representative of the Federal Government in a position established under the Constitution attempted to nullify the guarantees of the First Amendment.

It is true, in the case of the first, political partisanship played a part, while in the second it was only photographic reproduction by the Huntington Advertiser of something that really happened in one of the thirteen units represented by the Fathers which seemed a condemption of the freedom of thought and expression that is the heritage of the American press.

There is one motto that we believe should have a place in every newspaper office and should be the basis of a pledge to public service by every journalist. It is old, but it still rings true and we recommend it to every person who cherishes and believes in the fundamentals that make true Americanism:

"Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof, or abridging the freedom of speech of the press, or of the right of the people peaceably to assemble and to petition the government for a redress of grievances."

Here is liberty and the rights of free government. It will live even after the Waltons and McClintics. True journalism will live with it.

THE RIGHT TO INSPIRE

THE right to hire is the right to fire: the old version.

The right to hire is the right to inspire: the new.

Professor James Melvin Lee, of New York University, made this nice distinction, when he spoke, September 11, before the New Jersey Newspaper Institute at Rutgers College, New Brunswick, N. J.

He was particularly harsh with city editors, who, we believe, are apt to be "cussed at" quite as often as they "cuss."

It is true, however, the majority of city editors are a grouchy, uninspiring lot. They utilize their right to fire more often, perhaps, than their right to inspire.

One hint given by Professor Lee hits the mark.

City editors, he advises, should prepare to praise. Too frequently the reporter or correspondent does not hear a word from the boss until he does something wrong. The something wrong should, of course, be reprimanded. The something right should not be entirely forgotten.

Professor Lee urges city editors to aid their memories with a diary. In this diary, he tells them to write down the really good stories turned in by reporters and correspondents. Once a month the city editor, referring to his notes, should write a brief letter of praise to his employes, mentioning by name the worthy manuscripts.

Prof. Lee might well have added that the right to inspire carries with it the opportunity to give men the right to live as they should. The city editor of old, whose reputation was built upon his ability to curse and save, has passed. The one who counts tomorrow must inspire and pay. The day of the reporter who measures his career by the number of times that he has been fired has already passed and with him has gone the wage of the man without inspiration and responsibility.

The constructive and instructive are so much more beautiful than the destructive. That sounds trite. But it is not so trite that it is not persistently forgotten.

And the results of regular use of the right to inspire will show on the front page, every page, and in the counting room, downstairs.

THEATRE RATE SHOULD APPLY

THE latest "Paramount Week" copy in New York City newspapers occupied about two thousand lines. It contained some 60 thumbnail—inch square—etchings of the likenesses of "Paramount Artists" with good display amusement advertising boxes for such centrally located houses as Rialto, Rivoli, Criterion and Loew's, as well as the names of several hundred motion picture theatres situated in Manhattan, Brooklyn and nearby towns. No doubt similar copy appeared in newspapers throughout the country in towns where "Paramount Pictures" have good retail outlets, as the national commercial advertiser would phrase it.

This copy was in every sense out and out amusement advertising and yet some of the most successful New York and Brooklyn papers granted the regular run of paper commercial rate to the Hanff-Metzger Agency, who placed the business for Paramount pictures.

The New York World declined the business on that basis, taking the position that the copy was in every sense amusement copy, for which regular amusement rate should be charged. The matter was finally brought to the attention of the Publishers' Association of Greater New York, we are informed, but no agreement has been reached regarding it.

It would seem to be relatively easy to formulate a rule to govern all such co-operative copy of an amusement character, but, apparently, the appetite for volume outruns all other considerations.

The principle controlling in the establishment of a rate for amusement advertising, just a little higher than the local rate—is a perfectly sound principle, one that should be maintained, it seems to EDITOR & PUBLISHER, even at the sacrifice of volume.

PERSONAL

SIR RODERICK JONES, head of the Reuter agency, was a visitor in Montreal on his way to the Far East.

J. H. Ridenour, publisher of the Flushing (N. Y.) Journal, has returned home, after a visit with relatives in Urbana, Ohio.

Edwin E. Slosson, editor of Science Service, Washington, D. C., and author of several books, will assist in the course of lectures in Problems of Contemporary Thought to be given at the Medill School of Journalism, Chicago, this fall.

J. F. Burke, publisher of the Elyria (O.) Chronicle-Telegram and the Bucyrus (O.) Telegraph-Forum, has announced his candidacy for Republican nomination for Governor.

Charles B. Hollinger, formerly managing editor of the Lancaster (Pa.) New Era, has taken a similar post on the Warren (Pa.) Tribune, evening. In June Mr. Hollinger was appointed editor in the State Division of Publications, a position which he now has resigned. The Tribune is a new Republican paper.

Sir Campbell Stuart, director of the London Times, was a recent caller at the White House.

O. L. Barbour, formerly editorial writer on the St. John (N. B.) Daily Telegraph, who resigned when the Telegraph and the Journal, the only other morning paper, were purchased by the New Brunswick Publishing Company and amalgamated, has become editor-in-chief of the Moncton (N. B.) Transcript.

F. J. Clark, of the Koshkonong (Mo.) Times-Leader, has been appointed to an office position in the administration of the Missouri penitentiary. The paper will be leased to someone else.

Howard M. Mills, editor of the Mound City (Mo.) News-Jeffersonian, has been appointed postmaster at Mound City.

James J. Wallis, who has been manager and editor of the Digby (N. S.) Courier for five years, has resigned to become manager and secretary of Printers, Ltd., a new company.

John H. Fahey, publisher of the New York Evening Post, will address the National Bank Division, American Bankers Association, at Atlantic City next week on "Is World Business of Any Real Interest to American Bankers?"

H. C. Adler, publisher of the Chattanooga Times, returned to New York September 18 on the *Majestic* from a trip abroad.

IN THE EDITORIAL ROOMS

BERNARD BERTMAN, former real estate editor and reporter on the Camden (N. J.) Daily Courier, entered upon his duties as City Prosecutor of the Pleas of Camden, September 17. He has served on the staffs of several Philadelphia and Camden dailies. The post was recently created by the City Commissioners of Camden.

Frederick S. Pease, Jr., who has been employed on the reportorial staff of the Burlington (Vt.) Free Press throughout the Spring and Summer, has resigned to work for the Century Company, New York.

Raymond E. Bassett, who has been on the city staff of the Barre (Vt.) Times during the vacation period, has resumed his studies at the University of Vermont.

Max D. Abernethy, editor of the Greensboro (N. C.) Record, has resigned to become Corporation Clerk in the office of the North Carolina Secretary of State.

Louis B. Wright, city editor of the Greenwood (S. C.) Index, and Miss Sarah Duncan, editor of the woman's page of the same paper, have resigned to take up post-graduate work at the University of North Carolina, E. P. Wideman, news editor, becomes city editor, and Mrs. T. S. Maryin editor of the woman's page.

Ivan Johnson, city editor of the Kenton (O.) News Republican, is the father of a boy born September 12.

Austin E. Burges, formerly a field man for the Dallas Semi-Weekly Farm News, has become managing editor of the Bryan (Tex.) Daily Eagle, filling a position held by the late Lee J. Rountree.

Charles T. Lambert, telegraph editor of the Peoria (Ill.) Star, and dean of Peoria newspaper men, danced into his office September 11, chinned himself 23 times and announced that his 74th birthday was the happiest in his life. The staff presented him with a pipe and a humidor. They say Charley is writing his memoirs for the Star's Centennial number to be published in 1997.

W. D. Hornaday, publicity director for the University of Texas, for whose safety fears had been expressed, as he was believed to have been in Japan during the recent earthquake disaster, is safe on the High Seas. A message received in Dallas by his son, member of the staff of the Dallas Journal, advises that the elder Hornaday had departed for Honolulu before the quake.

Wallace Davis, son of a West Texas ranchman, who went to the Orient with W. D. Hornaday and went to work for the Japan Daily Advertiser, passed through the earthquake unhurt, according to messages received by his parents in Texas.

Edward Smith, son of Mr. and Mrs. R. A. Smith, Red Oak, Ia., member of the Japanese Advertiser staff, escaped the earthquake unharmed, according to word received by his parents. Mr. and Mrs. J. H. Johnson, Cedar Rapids, Ia., were notified through the St. Paul Pioneer Press that their son, Hamilton Johnson, managing editor of the Advertiser, had escaped. Johnson was formerly a Cedar Rapids newspaper man.

Earl Potter, formerly assistant telegraph editor of the Kansas City Times, has been appointed publicity man for the athletic department of the University of Kansas. He was at one time an instructor in journalism at K. U., but resigned to study law.

Col. Earnest Hofer, member of a family prominent in the early annals of Iowa, is the publisher of The Lariat, a Western literary monthly, at Salem, Ore. Col. Hofer was associated with his father in the McGregor (Ia.) News, but for 23 years has been editor of the Daily Capital Journal in Salem, and is now publishing a trade journal, the Manufacturer.

McCready Houston, of the South Bend (Ind.) Daily Tribune, has a story scheduled for publication in the November Scribner's. One of his stories, "The Owl," is to appear in "The Best Stories of 1923."

Roy L. McCardell, newspaper man and scenario writer, was the second prize winner in the Keith, Proctor and Moss theatres' traffic problem contest conducted in New York. He has won many newspaper prizes, including the $10,000 motion picture serial contest conducted by the Chicago Tribune and New York Globe in 1915. He is the creator of the "Jarr Family."

"Dutch" Herrigg, night police reporter for the Sioux City Journal, has resigned.

Ray Kennaston, night commercial reporter for the Sioux City Journal, has resigned and will return to his studies at the University of South Dakota at Vermillion.

Clifford DePuy, editor of the Northwestern Banker at Des Moines, is taking a year's leave of absence to attend Harvard.

WITH THE AD FOLKS

W. J. McCONNELL of Chicago has been appointed advertising manager of the Favorite Stove & Range Co., Piqua, O., succeeding Charles J. Durbin, who has gone on the road as a special salesman.

Harold R. Lister has been elected president of the Blackstone Institute. For the last 18 months he has been advertising manager of the International Accountants Society, Inc., of Chicago, and prior to that time secretary and advertising manager of the Blackstone Institute. He takes geenral charge of all sales and advertising. The Institute plans an extensive campaign. The Chicago office of Albert Frank & Co. has the account.

Removal October 1 of the general sales offices of the supply department of the Western Electric Company to the Pershing Square building, 42nd street, New York, is announced. Herbert Metz is appointed advertising manager and P. L. Thomson continues as publicity director.

FOLKS WORTH KNOWING

R. EARLE WILLIAMSON, of New York City, for the past three years in charge of the advertising department of the United Y. M. C. A. Schools and head of that institution's Schools of Advertising and Salesmanship, has resigned to become advertising manager for the Ludlow Typograph Co., Chicago.

R. Earle Williamson

When a lad of nine he was introduced to printing in the office of the Jamestown (N. Y.) Journal, as a carrier boy, and later served an apprenticeship in a nearby job printing office.

He spent seven years with the International Correspondence Schools of Scranton in printing and advertising instruction work. Eventually he joined the Mergenthaler Linotype Co., and became a member of its publicity department. For five years he remained with that company.

In October, 1920, he became extremely interested in the rehabilitation work of the United Y. M. C. A. Schools for World War veterans, and at that time took up the work he has just resigned.

IN THE BUSINESS OFFICE

L. E. WINCHELL has been made advertising director on the Mobile Register to succeed M. R. Harward, who was transferred to the Birmingham Age-Herald in that capacity. Winchell went from the Atlanta Constitution. Jack A. Dair, who was formerly with the Register as head of the advertising department, is now with the Selma (Ala.) Times-Journal.

T. C. Corbett of the business survey department, Chicago Tribune, is in the hospital seriously ill.

The National Coal Mining News, Charleston, W. Va., has appointed Herman Lowenstein, formerly with the National Coal Association, as advertising manager, with Arthur F. Bird, at 22 Bedford street, Strand, London, as foreign representative. This journal is publisher for F. R. Wadleigh, Federal Fuel Distributor.

A. C. Bailey, lately a real estate salesman has been appointed publicity director for the Dallas Trust & Savings Bank and the Dallas Title & Guaranty Co. He was formerly manager of classified advertising on the Dallas Daily Times-Herald.

George M. Cootes, formerly of the London (Ont.) Advertiser and the Kingston Whig, is now on the advertising staff of the Border Cities Star, Windsor, Ont.

J. U. Eldredge, Jr., general manager of the Ogden, (Utah) Standard-Examiner, is in California on a business trip.

IN THE AGENCY FIELD

ERIC TATEM, until recently in charge of promotion, research, and mail solicitation on the Southern Agriculturist, has joined the staff of the Wilson Agency, Nashville, as copy chief. He is president of the Advertising Club of Nashville.

LeRoy W. Chandler, advertising writer of Dallas, has joined the service department of the Johnston Printing & Advertising Co. Before going to Texas in 1917, he was in charge of the advertising service department of the F. W. Dodge Co., publishers of the Architectural Record and other trade journals.

F. M. Cockrell has joined the Campbell-Ewald Co., New York, as manager of industrial advertising. He was formerly promotion manager of the McGraw-Hill Co.

John W. Grayhurst, for years active in special advertising work, and William P. Scott, agency executive, have formed a partnership to conduct a general agency under the name of Grayhurst & Scott, with offices at 16 West 45th street, New York.

Victor LeNoir has quit the advertising staff of the Omaha World-Herald to join the Erwin Wasey & Co., Chicago.

Jarvis A. Wood, oldest member of the firm of N. W. Ayer & Son, Philadelphia, was honored Sept. 19 with a testimonial dinner at the Philadelphia Manufacturers Club.

He recently completed his 35th year with the company.

Harry D. Kline, for three years advertising manager of the Corduroy Tire Co., Grand Rapids, has resigned to become associated with the Brearley-Hamilton Co., Grand Rapids. He will be account executive.

Jean W. Johnson, merchandising and advertising counselor, formerly with Critchfield & Co., Chicago, has purchased an interest in the Woodall & Amesbury Agency, which firm will now be known as Woodall-Amesbury-Johnson, Inc., with

One of the best things that can be said about the Haskin Information Service is that it is used and praised by school teachers in every state in the Union.

offices at 713-718 Phoenix building. He will have charge of the merchandising and plan department.

VISITORS TO NEW YORK

Edgar Foster, Nashville Banner.

Henry C. Carpenter, Lancaster (Pa.) Intelligencer.

H. E. Holt, Grafton (W. Va.) Sentinel.

HOLDING NEW POSTS

MISS LAURA KILBORN, society editor Kingston (Ont.) Whig, succeeding Miss Doris Brown.

Ray Pearson, Chicago Herald & Examiner, for 20 years on Chicago Tribune.

Daniel B. Markell, Oklahoma City Daily Oklahoman, from night city editor Sioux City Journal.

Walter Hornstein, rewrite Chicago Daily Journal, from City News Bureau.

Arthur C. Garvin, sports Kansas City Journal-Post, from St. Joseph (Mo.) Gazette.

D. D. Richard, copyreader Chicago Evening Post, from city editor Missoula (Mont.) Daily Missoulian.

Maurice Howe, Ogden (Utah) Standard-Examiner, from relief man.

Ray Sinoff, reporter Sioux City Journal.

Robert Renard, Sioux City Journal, from assistant city editor Nebraska State Journal, Lincoln.

Bruce W. Dennis, editor Rockford (Ill.) High School Owl, from Rockford (Ill.) Morning Star.

Irma Van Der Beck, reporter Daily Illini, from editor "Peggy Roe" column Rockford Morning Star.

Alfred Ahlstrand, news editor Daily Illini, from associate sports editor Rockford Register-Gazette.

Margaret Lauritzen, Rockford college correspondent Register-Gazette, from society editor Rockford High School Owl.

Rudolph Trank, sports editor Daily Illini, from reporter Rockford Register-Gazette.

Enoch Johnson, local staff Chicago Daily News, from Chicago Daily Journal.

WITH THE SPECIALS

W. R. BOREN, formerly assistant to Franklin Bell, in charge of the advertising department of the Sun-Maid Raisin Growers, is now with Everett A. Holman, newspaper representative, Monadnock building, San Francisco.

CIRCULATION NEWS AND VIEWS

A FOUR-PAGE COLOR COMIC issued daily as part of the regular edition is being used by the Boston American. The innovation is reported to have brought a substantial increase in circulation.

A social for "Lonely Hearts," readers of one of its departments, was held at Crescent Gardens, Revere, a nearby resort, by the Boston Advertiser.

W. K. H. Shafto, circulation manager for the Southern Planter, Richmond, Va., for three years, has resigned to take a similar job with the Fruit and Packing House News of Tampa, Fla.

MARRIED

ELLSWORTH CHATTERLY and Miss Margaret E. R. Arnold will be married today, Sept. 22, in Albany. Miss Arnold is a daughter of the late Judge Lynn J. Arnold, publisher of the Knickerbocker Press, and a sister of Lynn J. Arnold, Jr., president of the Press Company and of Robert R. Arnold of the editorial staff of the Press. She has been connected with the advertising department of the Press several years. Chatterly is assistant advertising manager of the Knickerbocker Press and Evening News.

Walter B. Stoddard, news editor Massena (N. Y.) Observer, to Miss Muriel Lynn of Watertown, N. Y., Sept. 8. Prior to going to Massena last Spring Stoddard was for four years State editor of the Watertown Times.

Lewis T. McCleneghan, of the editorial staff of the Rockford (Ill.) Morning Star, to Miss Irma Jane McDougall at Rockford, Sept. 15.

Stanley R. Clague, son of Stanley Clague of the Audit Bureau of Circulations, today, Sept. 22, will marry Miss Lucile Clarinda Wanzer, Chicago.

Everett C. Norlander, of the Chicago Daily Journal staff, to Miss Anna Hall, Chicago, Sept. 12.

James H. Burke, sporting editor of the Brockton (Mass.) Enterprise, to Miss Margaret A. Burns.

Robert Gordon, Inter-Lake Tribune, Browns Valley, Minn., to Miss Olive Edman. The bridegroom is the son of Samuel Y. Gordon, State Printer.

Robert Grant Utley, editor of the Cass Lake (Minn.) Times, to Miss Thelma Margaret Olson.

Frank R. Ford, city hall reporter of the Ohio State Journal, Columbus, to Miss Bernice Brown of Marietta, O. The first inkling his co-workers had of the marriage was when the Marietta correspondent "filed" on it.

Helen Brotherton Beeler, for some time society editor of the Hudson (N. Y.) Daily Star, to Harold Ten Eyck Brocksbank, secretary of the Steward Davit and Equipment Corporation, of Hudson, Sept. 1.

Edward J. Breen, Jr., Fort Dodge (Ia.) Messenger and Chronicle, to Miss Elizabeth Loomis, Aug. 30. Mr. and Mrs. Breen are motoring to California, where Mr. Breen will join the staff of a Los Angeles newspaper.

James Walsh Kennedy, Miami (Fla.) Herald, is engaged to Miss Lucille Greider, Decatur, Ill. Ceremony to take place Sept. 26.

Robert Curtis Harper, sports editor Richmond (Va.) Times Dispatch, to Miss Beulah Donnahoe of Asheville, N. C., Sept. 12. This was the culmination of a romance of the Confederate Reunion held in Richmond in June, 1922, Miss Donnahoe having been in attendance as maid of honor for the North Carolina Sons of Confederate Veterans.

Ralph Graves, of the editorial staff of the National Geographic Magazine, is engaged to Miss Elizabeth Evans of Washington. The marriage will take place Oct. 4. Mr. Graves for years was dramatic editor of the Washington Post.

Dr. Broadus Mitchell, associate professor of political economy at Johns Hopkins University, formerly a newspaper reporter of Richmond, Va., to Miss Adelaide Hammond, daughter of Mrs. Anne Hammond of Buffalo.

Kenneth C. Beaton, "K. C. B.," of the Hearst papers, to Mrs. Florence Wood Clark at Los Angeles, Sept. 12.

ASSOCIATIONS AND CLUBS

THE SAN FRANCISCO PRESS CLUB has elected the following officers: President, Leon J. Pinkson; vice-president, Gilbert Parker; treasurer, Frank B. Connolly; secretary, William F. Kilcline; librarian, Thomas J. Bellew; directors, long term, W. H. B. Fowler, Ed. R. Hughes, Joseph L. Cauthorn. Holdover directors are Abe Kemp, Ralph H. Cromwell and Harry Roberts. The entire board was re-elected without opposition.

The Newspaper Representatives Association of Chicago will meet on the second Monday of each month.

The Advertisers Club of Cincinnati resumed its weekly Wednesday luncheons Sept. 19.

The Baltimore Press Club held a memorial service at the Century Theatre, Sept. 23, for the late President Harding.

The New York Employing Printers Association will meet Sept. 24 at 6:30 P. M. for dinner at the Hotel Astor.

The Canadian Women's Press Club holds its annual meeting in Vancouver starting Sept. 24.

The Oregon State Women's Press Club held its first meeting of the season Sept. 5. Mrs. Donald Allison, the new president, addressed the club on "What Are We Doing?" Discussion was led by Mrs. E. Horner. A literary market report was made by Mrs. Helen De Ness.

The Newspaper Golf Association of Philadelphia lost a team match to the Wildwood Golf Club linksmen, Sept. 16 at Wildwood. The newspaper team was handicapped by the absence of three stars, Charles Sykes, Tom Daly and Roger Newcomb.

The Texas Daily Press League, the membership of which comprises the smaller dailies, will hold its annual meeting in Sherman, and Denison, Oct. 16-17. K. K. Hooper, editor of the Sherman Democrat, is president.

The Michigan Authors' Association has elected the following officers: Frederic Zeigen, president; Ward Macauley, vice-president; Marjorie Cooley, secretary; Peter Grant, treasurer. Directors include: James Oliver Curwood, Edgar A. Guest (Detroit Free Press poet), Woodbridge N. Ferris, M. LeRoy Burton, William W. Cook, Rev. William Stidger, C. L. Arnold, Mrs. Archibald Jones, Winfield L. Scott, Florence Ruthven, Robert Wenley and Mrs. Wadsworth Warren. Plans are being made for permanent headquarters.

New officers of the Kansas City, Mo., Advertising Club have been installed as follows: H. P. Comstock, president; W. W. Wachtel, vice-president; Mrs. Frances M. Connelly, vice-president; W. R. Snodgrass, treasurer; W. G. Randall, executive secretary, and George M. Husser, secretary.

The Junior Advertising Club of New York has launched a membership campaign. It contributed $50 to Japanese relief.

SEEING THE WORLD

THE JAPANESE DISASTER curtailed the vacation of E. L. Powell, Associated Press correspondent at Manila, who recently arrived in Oregon for a visit with relatives and friends, that being his native State and he being a scion of a well-known pioneer family thereof. In 1903 Mr. Powell was transferred as correspondent for the Associated Press from Portland to San Francisco, and then to Chicago. For the past three years he has been in charge of the A. P. bureau in Manila. He was on a vacation of three months. He had crossed India, passed through the Suez Canal, and looked over Europe. He arrived in Oregon Sept. 6 with the intention of remaining three weeks. On Sept. 7 he received orders to take the first boat for the Philippines. He sailed Sept. 11.

Herbert Krone, of the editorial staff of the Lancaster (Pa.) New Era, is spending his vacation in Bedford Springs, Pa.

W. O. Jones, managing editor of the Lincoln (Neb.) State Journal, now on a tour of England, is writing articles for his old home town paper, the Geneva Signal.

Paul Flagg, a reporter for the Kansas City Journal-Post, is spending his vacation in Lawrence, Kan., visiting his mother.

C. Watt Brandon, editor of the Sheridan (Wyo.) Daily Post, and Mrs. Brandon are visiting relatives in Dubuque, Iowa. They will visit Mr. Brandon's boyhood home in Georgetown, Wis.

J. W. Murray, managing editor of the Lawrence (Kan.) Journal-World, has returned from a four weeks' vacation with his parents at Hope, Kan.

Clarence Eyster, secretary-treasurer of the International Circulation Managers' Association, who with his wife and

Proofs of Copy Being Printed

Series No. 4 of church promotional copy issued by the Church Advertising Department will be ready very soon.

This new series will contain 26 ads of about 200 words each and will be available in the form of copy only. The ads are arranged for local references which makes the use of mats impracticable.

The date at which this series will be available will be announced soon. Proofs will be sent first to those papers which have been using Series 3.

Office of Copy Committee, Room 518, Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

A Special Opportunity To Buy a Stereotype Press

Due to the consolidation of The Evening Standard and The Daily Star at New Rochelle, N. Y., the undersigned, the owners of the Standard-Star have for sale,

A 20-PAGE HOE PRESS

Which is surplus equipment and will be disposed of as soon as possible. This is a 20-page Hoe Rotary Press, a superior machine in many ways and capable of turning out a fine product. It is in running operation daily and may be inspected by prospective purchasers at any time.

It has a capacity of 4, 6, 8, 10, 12, 16 and 20 pages of 8 columns, 12 ems. It will print 20,000 per hour of 4, 6, 8, or 10 pages inset, or 10,000 per hour of 12, 16 or 20 pages collect. With the press is also a stereotype equipment.

The equipment will be offered at an advantageous price to the purchaser. For further particulars call or address

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

THE BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.

BOSTON AMERICAN

"In Boston It's the Post"

Circulation Averages for 1922

BOSTON DAILY POST
396,902
Copies Per Day

BOSTON SUNDAY POST
401,643
Copies Per Sunday

First in Local, General and Total Display Advertising

FIRST IN PUBLIC SERVICE

The World
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World
Pulitzer Building, New York
Maller's Building, Chicago Ford Building, Detroit

daughter is touring Colorado, on a vacation from his duties at the Peoria (Ill.) Star, addressed the Midwest Circulation Managers' Association in Pueblo, Col., and also the Ad Club. His auto tour will cover 4,000 miles.

Michael Strauss, assistant city editor Chicago Evening Post, is spending several weeks in Wyoming, combining vacation with business interests.

Several Swiss newspaper men have arrived in Montreal as the guests of E. E. Beatty, president of the C. P. R., to view the Dominion of Canada and see its advantages to colonists. These included Ernest Schurch, the Bund; Dr. Schoop, Basler Nachrichten; E. Reitmann, Neue Zuricher Zeitung; M. G. Ragassil, Gazette de Lausanne, and Dr. R. Achwabe, National Zeitung. Pierre Briquet, American representative of the Journal de Geneve, is expected to join the party.

Lewellyn Jones, literary critic Chicago Evening Post, is in the East on an extended business trip.

NEWS SERVICES AND SYNDICATES

MILES W. VAUGHN, just returned from a three-years' stay in South America as a correspondent for the United Press, spent a couple of days in Lawrence, Kan., recently. He was graduated from the University of Kansas at Lawrence in 1915.

The Montreal Star has opened the Star News Bureau, in charge of N. Moore, former New York correspondent.

Clinton Coffin of the Washington Bureau of Associated Press, who covered the anthracite coal conferences at Harrisburg, and Paul F. Haupert of the Associated Press night desk in Washington, have gone in Coffin's car for a vacation in Canada.

Frank Caudill, Associated Press operator at Omaha, is enjoying a vacation before being transferred to Iowa City, Ia., permanently.

Among the vacationists of the Washington staff of the International News Service to get back on the job are George R. Holmes, bureau chief; W. H. Atkins, and Harry Ward.

Lawrence Martin, head of the United Press Bureau in Washington; Raymond Clapper, of the United News; Leo Sacks, of the Scripps-Howard newspaper in Ohio, and William Losh, of the United Press, are back in the capital from their vacations. Fraser Edwards, of the United Press in Washington is spending his vacation on a farm near Sandy Springs, Maryland.

Clayton Cassidy, of the Rockford (Ill.) Republic staff, will work for the International News Service at the University of Wisconsin this school term.

The Hugo (Okla.) News has been elected to membership in the Associated Press.

U. L. McCall, superintendent of the Atlanta office of the Associated Press, is absent from his post on vacation.

The San Jose (Costa Rica) Diario de Costa Rica has been elected to membership in the Associated Press.

F. Douglas Williams sailed September 18 from Southampton for New York, to resume his duties as general manager for North America of Reuter, Limited, of London, with offices in New York. For the past year, Mr. Williams has been in charge of Reuter's editorial staff throughout the world, acting as chief aid to Sir Roderick Jones, managing director, in the latter's direction of news. During Mr. Williams' absence, Isroy M. Norr was acting general manager.

Frederick Roy Martin, general manager of the Associated Press, accompanied by Mrs. Martin, arrived home September 20 on the steamship "Giulio Cesare," which sailed from Naples.

Sears Taylor, formerly of the staff of the New York Evening World and the Atlanta Georgian, has joined the Washington Bureau of the International News Service.

George Britt, Chicago manager of the NEA, Cleveland, has returned from a visit to his parents in southern Illinois.

Terry Champion, London correspondent of the Canadian Press, Ltd., accompanied by Mrs. Champion, has reached Montreal on a visit to Canada.

Walter C. Whiffen, correspondent at Peking, and C. J. Laval, correspondent at Shanghai for the Associated Press, have been sent to Japan for emergency service.

DAYS OF SPORT

NEWSBOYS OF CHICAGO held their picnic in Brands' Park on Sunday. There was a barbecue, field sports, twenty vaudeville acts, wrestling between Johnny Myers of Chicago and a "Masked Unknown," and two concerts by the Chicago News Band. "Eats" in abundance were furnished. Daniel A. Serritella, president; James Bagnolia, secretary; James Flanagan, treasurer, and John McMahon, manager, with a committee of forty members, were in charge.

The annual picnic by the Chicago Journal of Commerce was attended by about 150 employees. The time was spent in dancing, athletic sports, and in contests. This was held at Foss Park, North Chicago, Saturday afternoon and evening.

NEW PUBLICATIONS

MENDON (MO.) CONSTITUTION, revived by Miss M. F. Stewart, Postmistress.

Blackwell (Tex.) Times, weekly, by R. L. Hall, formerly with the Robert Lee Observer, Marfa New Era and other West Texas papers.

Lileville (N. C.) Courier, weekly.

NEWSPAPER SALES

PEKIN (ILL.) DAILY TIMES, by Herget interests to stock company with following officers: President, O. W. Frederich; vice-president, Silas Strickfaden; secretary-treasurer, E. A. Messmer.

Kadoka (S. D.) Press, to George Z. Zimmer, former editor Camp Point (Ill.) Journal.

Milford (Ill.) News, by Paul F. Rose to his uncle, Harry C. Rose.

Haigler (Neb.) News by Z. H. Baxter to Charles W. Hahn of Denver.

Mechanicsburg (O.) News-Item, weekly, by Ora Shaw to E. J. Newell of Jackson, Ohio.

White (S. D.) Leader, leased by Seth Thornton to G. H. Stevens of Slayton, Minn.

Pawnee Rock (Kan.) Herald, by John Shealey to L. C. Hixon of Independence, third owner in three years.

Yerba Linda (Cal.) Star, to Frank Rospaw, former Kansas newspaper man.

Lancaster (S. C.) Citizen, by G. L. Nisbet, now editor Hamlet (N. C.) News, to W. P. Davis.

SPECIAL EDITIONS

THE 250th ANNIVERSARY of the founding of the City of Kingston, Ontario, by Count de Frontenac in 1673, was recently celebrated with special editions by the local dailies.

The Sioux City Tribune and the Sioux City Journal issued special fair editions the week before the Interstate Fair at Sioux City, September 16.

The Sioux City Tribune issued a Better Homes Week edition September 10.

The Bethany (Mo.) Clipper issued a 32-page Fair edition Aug. 22. The paper was made up of four sections, each on different colored stock.

The Jewish Herald of Houston, issued a 48-page special edition celebrating the Jewish New Year holiday season. It was printed on magazine paper, typographically well set up. Articles from Jewish leaders throughout the country were featured.

The Omaha Daily Tribune, a German language paper, has issued a 68-page magazine section entitled, "The Tree of Progress." This is an illustrated record of interstate progress from the root to the fruit of achievement. It contains: History of and in Nebraska; History of Transportation as Interwoven in the History of Nebraska; History of the University of Nebraska and Its Relation to the Forward March

Business Is Fine In Baltimore

The Automobile Commissioner reports the sale of
1000 AUTOS EVERY WEEK

You Can't Cover Baltimore Without
The Baltimore News
and
The Baltimore American

Ask for present-day facts on the Baltimore situation.

New Records

From nothing to 200,000 in seven months on Sunday—From 25,000 to 200,000 in eleven months Evenings. Watch for the next chapter.

DETROIT
Evening and Sunday
TIMES

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

New Haven Register
is New Haven's Dominant Paper

Circulation over 35,800 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit—Chicago

PORTSMOUTH, OHIO

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio Completely.

Foreign Representative
ROBERT E. WARD, INC.
8 So. Wabash Ave. Chicago 501 Fifth Ave. New York

Features by
Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Albert Payson Terhune
Chas. Hanson Towne
H. J. Tuthill
John V. A. Weaver
and others
The McNaught Syndicate, Inc.
Times Building, New York

VICENTE VILLAMIN
writes spot news on
WORLD TRADE
Look for it each week in the
Chicago Daily News
BOND'S NEWS SERVICE
15 William Street, N. Y.

"Most Distinctive Journalistic Work"
James Melvin Lee, Director of the Department of Journalism, New York University, in "History of American Journalism":
In reporting the World War, The New York Times earned an enviable place. It pursued a fearless, aggressive and constructive campaign from the very beginning of hostilities. It exhibited the greatest ingenuity in securing official documents. Opinions, interviews, speeches of European statesmen which were of vital import to the news of the day found their way into The Times without delay, and without color or fabrication. It maintained an exceptionally able corps of authorities and correspondents at the front to supplement the service of the Associated Press. The New York Times, in many ways, did the most distinctive journalistic work of the war.

The Syracuse Herald
SYRACUSE, N. Y.
Is first in Syracuse leading the second paper by 2,158,316 lines for total advertising for 1922.
First in total; local; national lineages.
Special Representatives
PRUDDEN, KING & PRUDDEN, Inc.
280 Fifth Ave. N. Y. City
Steger Bldg. Chicago, Ill.
Globe Bldg. Boston, Mass.

of the State; History of Nebraska Finance; History of Nebraska Bench and Bar; History of a Few of the Larger Cities; History of the Omaha and Creighton Universities; Biographical Sketches of a Few Men Who Serve the City, the County, the State and the Interests of the Public. Advertising takes up a fair part of the magazine.

SCHOOLS OF JOURNALISM

ADVERTISING, NEWSPAPER PRODUCTION AND NEWSPAPER PROMOTION are three new courses that have been added to the School of Journalism University of Oklahoma. These additions, which increase the number of courses to twelve, place this school in the front rank of the schools of journalism, and emphasize the business side of the newspaper publishing as well as the editorial end. The course in production has to do with the equipment, operation and management of a newspaper plant, particularly in the mechanical side. The promotion course deals with ways of developing and enlarging business and revenues of the publisher. It precedes a course already established, which takes up the problems of newspaper business management.

The scope and work of the Department of Journalism, University of South Dakota at Vermillion will be doubled this fall. Twelve courses, including six new ones, will be offered and students will be enabled to take their major work in the department. Prof. J. A. Wright, head of the department, will be assisted by an assistant, Gregory M. Mazer, formerly head of the Department of Journalism, Drake University, Des Moines.

Trinity University of Waxahachie, Tex., announces that it will offer courses of instruction in journalism this fall. Floyd Casebolt, graduate of the School of Journalism, University of Missouri, will be director. He has been city editor of the Waxahachie Daily Light for some time.

Russell Blankenship, until recently an instructor in the Walla Walla, Wash., High School, will be an instructor in English at Whitman College the coming year. He will specialize in journalism and short story writing.

Buford O. Brown, for nearly two years editor of the Electra (Texas) News, has gone to California where he becomes professor of journalism in Leland Stanford University. He was for four years on the journalism faculty of the University of Texas.

One of the latest colleges of the Middle West to open a special department of journalism is Coe University, Cedar Rapids, Ia. Miss Ethel Outland of the English department will be in charge. She is a pioneer woman journalism teacher of the United States. Graduating from Coe in 1909, she began her teaching work in 1912, and has been an assistant professor of Coe since 1915. Under the new department, replacing former journalism instruction, 10 hours study a week in journalism is required.

Ten 1923 graduates of the University of Oregon School of Journalism have made connections in editorial, advertising and publicity fields as follows:

John W. Anderson, editorial staff, Coos Bay Times, Marshfield, Ore.; Leith F. Abbott, publicity staff, Long-Bell Lumber Co., Longview, Wash.; Kenneth Youel, editorial staff, Albany (Ore.), Democrat; Ernest J. Haycox, reporter, Portland Oregonian; Edwin P. Hoyt, telegraph editor, Pendleton (Ore.), East Oregonian; Margaret Scott, newspaper work, San Luis Obispo, Cal.; Jessie Thompson, information department, Portland Oregonian; Fred Michelson, editorial staff, Albany (Ore.) Herald; Earle Voorhies, telegraph editor, Eugene (Ore.) Guard; Randolph Kuhn, Botsford-Constantine Co., advertising, Portland.

George Turnbull, professor of journalism at the University of Oregon, spent his vacation in San Francisco and Seattle. Robert C. Hall, professor in the same school, visited Seattle and his mother's home in Potlatch, Idaho.

Students of the Garfield High School here are editing the Garfield (Kan.) Reflector, a weekly paper, following its discontinuance by the former publisher. Margaret Nelson is editor and Lena Peterson assistant. Donald Mitchell is business manager, Albert James, advertising manager, and Prof. A. L. Hartman and Miss Lydia Haven, of the High School faculty, are the faculty advisors.

The first edition of the Boston University News has appeared in the form of a college or business administration extra. The paper is edited by Theodore Southack, Jr., of Dorchester, and Prof. Harry B. Center. C. Nelson Bishop of Boston is in charge of the Camp Devens News and Joseph French of Chelmsford and Albert E. Dauphinais of the news from the Ellsworth section. Eight thousand copies were sent to the present student body of the College of Business Administration, graduates and future students.

Miss Elizabeth White, for the past two years in charge of the journalism department of the Sioux Falls, S. D., High School, is now in charge of that department of the Omaha Central High School.

The Department of Journalism of the University of Michigan has adopted the Detroit News for the use of the classes. Professor John R. Brumm says he considers it the best example of the interpretive style of news writing to be found in the Middle West. The advertisements appearing in the News are the subject of study by approximately a hundred students who are taking the course in ad writing.

Miss Georgia Lingafelt, recently associate editor of the Continent, Chicago religious publication, has assumed charge of the new department of journalism at Antioch College, Yellow Springs, O.

H. M. Patterson is now head of the publicity and journalism department of the Kansas State Teachers' College, Emporia, succeeding L. R. Hangan.

Paul Conway, instructor in journalism at Cumberland University, Lebanon, Tenn., spent the summer on the local staff of the Birmingham Age-Herald, doing special assignments and news.

ON THE MECHANICAL SIDE

D. B. DONNELLY, newspaper consulting engineer, formerly with the Cleveland News-Leader and Pittsburgh Post and Sun, has been made mechanical superintendent of the St. Paul Dispatch-Pioneer Press plant, with full charge of the mechanical end of these papers. C. A. Davis has resigned as superintendent of the pressroom, being succeeded by A. J. Schultz.

J. R. Hickman, formerly assistant works manager of the Intertype Corporation, has been appointed assistant to the vice-president in charge of production.

Robt. Fulton & Co., of Yokohama, has been appointed exclusive agent for the Intertype in Japan.

James M. Lynch, formerly president of the International Typographical Union and also former New York State Industrial Commissioner, is writing a series of 15 articles dealing with phases of the labor problem for the New York Sunday World. The first of the series appeared Sept. 9.

William H. Morris, foreman of the Springfield (O.) Daily News composing room, spent several days recently in Zanesville, O., his former home.

Barnhardt Bros. & Spindler have purchased the Laclede Type Foundry, of St. Louis, including the Kansas City branch, it was announced by C. H. Schokmiller, principal owner. Mr. Schokmiller is to go to Chicago as general superintendent of the foundry. The equipment is to be moved to Chicago. Many employes also will go with the new owners.

David L. Wiley, connected with the Cedar Rapids (Ia.) Gazette 25 years, has gone to the Des Moines Register and Tribune, where he will be employed in the stereotyping department. He began as a carrier for the Gazette. In recent years he has been in charge of the stereotyping department.

Edwin Richmond, a former newspaper man of Beatrice and Minden, Neb., is now a linotype operator on the Clay Center (Neb.) Sun.

C. C. Doty, Missoula, Mont., printer, has been renewing old acquaintance in and about Portland, Ore.

MILWAUKEE
is the ideal try-out market. Representative in size — not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—
The Milwaukee JOURNAL FIRST - by Merit

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium
A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising — is the best feature carried by the Times
Circulation 30,237 Member A. B. C.
KELLY-SMITH CO.
Marlborough Bldg. New York
Lytton Bldg. Chicago

in WISCONSIN
The Sunday Telegram has BY FAR the largest circulation of ANY Wisconsin newspaper. It is fast gaining the recognition of national advertisers who seek to capture this rich market.
INVESTIGATE!
Learn the truth of the latest audits, and you'll use the
Milwaukee Telegram
REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

IN NEW ORLEANS NOW IT'S THE STATES
Largest afternoon city circulation.
Largest afternoon circulation in New Orleans trading territory.
Total daily over 52,000
Total Sunday over 77,000
1922 advertising gain, 1,025,432 agate lines.
Greatest record in the South.
Get complete information on New Orleans situation before deciding on advertising campaign.
Represented by
JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco
and
S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

Short Talks on Advertising

By Charles Austin Bates

Written with the idea of helping to accomplish four things:

(1) To convert to newspaper advertising the local merchant and manufacturer who do not now use it.
(2) To make better and stronger advertisers of those who are already in.
(3) To further educate the reading public in the reliability, truthfulness and economic value of advertising and the advantage of buying advertised merchandise.
(4) To insure from national advertisers the consideration newspapers should have in comparison with all other media.

Complete information on request.

CHARLES AUSTIN BATES
33 W. 42nd Street New York

OVER
64,000

LARGEST EVENING CIRCULATION IN IOWA

The Des Moines Capital

Location—
A Cost Factor

Location of your newspaper building affects production costs. An impartial survey by a *disinterested* newspaper building expert may give you a different viewpoint on the location problem. We have demonstrated this before—we can do it again for you.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production Operation
120 West 42nd St. New York

Never Poor Business

In Decatur, Ill.

Why? Because its resources are varied and fundamental.

It is located in and distributes to as fine an agricultural country as the sun shines on.

Its industries such as National Starch Works (largest dry starch plant in the world), Cereal Mills, Coffin, Soda Fountain factories, Wabash Car Shops, etc., supply necessities which are used whether times are good or bad.

Its representative newspaper which leads in circulation, prestige, local and national advertising is the

Decatur Review
Cone, Hunton & Woodman, Inc.
National Newspaper Representatives

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

SINCE golf is one of the ruling passions of the age it would be an excellent idea for a newspaper to run a golf course of its own with special privileges for subscribers to its circulation. For instance, the membership fees could be reduced to regular buyers of the paper and special trophies could be offered. The members of such a club would have a special interest in the paper and could offer some interesting advice as to methods for pushing sales and drawing in more ads.—David Sutherland, 11 Buccleuch street, Glasgow, Scotland.

Recently a gasoline tax of two cents per gallon went into effect in Indiana. Several days before the set date, we carried 28-line blind ads in our columns, each urging the motorist to "Dodge the Gas Tax." Then, the day before the new law went into effect, a local automobile agency used nearly a full page with a heading to this effect: "Dodge the Gas Tax—Drive a So-and-So Car, the Most Economical on the Market; it gets you More Mileage per gallon and Reduces your Gas Bill Instead of Increasing it." This will work well in States where the gas tax is about to go into effect, and it's only a question of time until every State has it.—Ed. G. Brouillette, Star, Muncie, Ind.

For the past six months our Classified Manager, LeRoy H. Snyder, has been sending out clippings pasted on solicitation cards to advertisers in other papers. The clippings are secured from the country weeklies and dailies in nearby cities. Beside the circulation figures and a general advertisement concerning the Express, the one, three and six time rate is given. The response has been splendid. New advertisers have been received from remote sections, the Express has received a great amount of publicity, and many advertisers have written expressing their delight in having our newspaper called to their attention. On several occasions cards have been returned after having been sent out two or three months previous. We feel that there is no better way in reaching suburban advertisers than this. Of the many plans that we have tried this one has proven the best. —Margaret E. Holland, Express, Easton, Pa.

A huge national advertising campaign, featuring the value of all-leather shoes and the all-around importance of leather, suggests that in many localities local campaigns could be staged. Get shoe dealers and shoe repair men to advertise on a special page proposition, tying up with this idea.—James M. Mosely, 306 Bay State Road, Boston, Mass.

Some of the best stories that never get in the newspapers are stories that have a little classified advertisement as their cornerstone. Success stories based on use of classified ad columns would make interesting reading and would boost advertising as well. Why not offer prizes for best letters on some subject such as "What a Want Ad Did for Me." Publish one or more of the letters daily in connection with a classified advertising campaign.—J. H. A. K., 223 East Oak street, Norristown, Pa.

An eastern publishing concern is stimulating circulation by means of the young people of both sexes. Birthday clubs are being organized under the sponsorship of the publishing company in every city and town in which the two dailies published by the company circulate. In order to qualify for the clubs, the family submitting the names of boys and girls must contain at least one subscriber to one or both of the newspapers. The boys and girls born in the different months are assigned to different chapters, and outings are tendered them at the expense of the publishing company. Increased subscriptions have been reported since the execution of the birthday club idea.—W. McNulty, St. John, N. B., Canada.

The Galveston (Texas) Daily News, to boost its classified advertising, inaugurated a "SWAP-FREE WEEK." A blank form was published daily in the Galveston News, and for one week all classified ads offering any article in trade for some other article was published without charge.—John E. King, 311 N. Edgefield avenue, Dallas, Texas.

Disastrous fires in your community may lead to an additional source of revenue for your paper. Through extensive advertising, practically every vehicle now carries a small hand extinguisher. But the average dwelling or house is without any means of protection of that sort. Considering the fact that practically 96 per cent of all fires originate from within, some protection would be afforded by several hand extinguishers at vulnerable points. Accordingly after every fire, it might be well for you to get up a display advertisement emphasizing the point that "big fires start small; a fire extinguisher in your home will prevent small fires from getting larger." Then get your hardware stores or department stores to co-operate in paying for this advertisement, allowing them space to mention briefly the type of extinguishers they have in stock. Since people are in the habit of "locking the stable after the horse is stolen," you'll find that many people after a disastrous fire will think very seriously of their own protection, and that's your chance of increasing revenue.—G. Harris Danzberger, Hartsdale, N. Y.

An orchardist sent his local newspaper an ad by mail. Ad was written on ordinary tablet paper, and enclosed in a plain envelope without business card in corner, and thus the publisher sensed that the customer was without business stationery. When customer called at newspaper office in a few days to pay for the advertising, the publisher showed him samples of printed stationery suitable for his business, and thereby obtained a nice order for printing.—Miss Eunice Haskins, Stella, Nebr.

The Lafayette (Ind.) Journal and Courier during August published a double truck with this caption, "All Motorists Cast Your Eyes Down! Here They Are." A cut of a hand pointed down to an article signed by "Any Lafayette Dealers." The article, "These Lafayette Dealers of Automobiles and Accessories are showing all that's new. They are provided with a display of your chief means of personal transportation. You need not go out of the city to purchase anything in the automobile line. Their display is so complete and so magnificently set forth that all who visit them will see the latest accomplishments in motor car building and accessories. Come in today." Eleven ads from auto, tire and accessory dealers occupied the remainder of the space.—J. B. Miller, Chronicle, Marion, Ind.

CIRCULATION GROWTH
DURING 1923

will be an important factor in obtaining advertising for 1924. The Hollister plan will bring you the same amazing increases in circulation as it has lately brought to such papers as The Memphis Commercial Appeal, The Atlanta Journal, The Dallas Morning News, The Indianapolis News, The Washington Post. Favorable dates are available for immediate campaigns.

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Can Your Mail List Costs Be Cut?

FROM $250 to $500 a year can be saved by publications with daily mail lists of as low as 2,000 subscribers by eliminating the "unnecessary costs" of handling the mail list and addressing publications.

Have you any "unnecessary costs"? What are they? How much do they amount to? Our Mail List Cost Sheet will enable you to answer those questions. Send for it today. It's FREE.

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
617-625 WASHINGTON BLVD.
CHICAGO

THE
KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District

NATIONAL REPRESENTATIVE
John M. Branham Co.

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY
They are best covered by the
Topeka Daily Capital
TOPEKA, KANSAS
Only Kansas Daily with a General Kansas Circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Supplies market data—does survey work—gives real co-operation.

Arthur Capper
PUBLISHER
MEMBER A. B. C.—A. N. P. A.

TUESDAY SHOPPING DAY IN NEW ORLEANS

Experiment Launched by States to Distribute Business Over the Week Makes Hit With Department Stores

In New Orleans, as in other cities, Tuesday has invariably been a bad business day for the retail stores. The New Orleans States set out to remedy this condition, with the idea, as expressed in its own advertising, that:

"If business were distributed throughout the week, prices would naturally be lower, because scientifically it is more economical."

The experiment has been successful. Special Tuesday shopping days have greatly increased the volume in the department stores and other retail establishments, and nearly doubled the amount of advertising in the Monday evening issues of the States.

The Tuesday shopping days are intended primarily for out-of-town consumers, who are unable to get to the big city the first day of the week. The stores are continuing to run Monday shopping days for residents of New Orleans.

The department stores are very well pleased with the results, even though the extra sales day requires considerably more work and planning. However, the rush is distributed over two days. The States claims this is the first stunt of the kind in the South.

WISE IS WISEST GOLFER

Chicago Tribune Man Leads Field in Press Club Tournament

W. C. Wise, of the Chicago Tribune, led a field of 40 in the Press Golf Club championship tournament at Westmoreland with a gross of 89. A. T. Packard, Chicago Evening Post, was second with 93, and Carroll Shaffer, Post, third with 97.

The 16 who qualified for the championship and the Chatfield-Taylor cup were: Wise, Tribune, 89; Packard, Post, 93; Shaffer, Post, 97; H. G. Weagant, Examiner, 98; E. Heitcamp, American, 100; Jack Palmer, Examiner, 101; B. G. Wyrick, Associated Press, 102; E. B. Fullerton, Tribune, 103; G. McJinney, Tribune, 103; A. Baenzinger, American, 103; O. G. Lundberg, Tribune, 104; Lloyd George, Post, 110; Fred Donaghey, Tribune, 111; J. A. Menaugh, Post, 112; Segner, Post, 113; H. F. Munzel, Examiner, 114.

Lloyd George, of the Post, had low net score of 75, while Wise was second with 79. Don Chamberlain, Tribune, had 84 net.

Fenn In Double Golf Victory

Playing in the Metropolitan Advertising Golf Association tournament September 13, H. B. Fenn scored a double victory, turning in low gross scores in both the morning and afternoon rounds of 78 and 80. The one-day tournament was held at the Westchester Biltmore Country Club. More than 150 entered. G. S. Maurer took 98 in the morning, being low net winner, while Cort Smith, with a card of 87, 16-71, was winner of the low net competition in the afternoon.

Connecticut "Printers' Day," Sept. 26

Wednesday, September 26, is to be printers' day for the Master Printers of Connecticut. They will meet at the Race Brook Country Club, New Haven, for an all day outing, closing with a dinner in the evening. Speakers will talk on "Printers' Problems and How to Solve Them."

CHICAGO TYPOS VOTE TO STRIKE

Job Printers Reject Three Year Contract Offer

Nearly six thousand job printers met in Chicago within the past week and voted to reject the wage scales for day and night work proposed by the Franklin Association, composed of employers. The association offered $51 a week for day work and $55 a week for night work.

The employes met in Carmen's Hall and voted almost unanimously to reject the association's contract, which is for a three-year period. They went on record as opposed to long contracts of this nature. The hall was packed with the union men.

The printers are members of Chicago Typographical Union No. 16. Their action in no way affects printers in newspaper offices. Four thousand of the men work in various job printing shops and 1,500 or more are employed by members of the association.

It was decided to refer the vote to the executive committee of the international union. This body will decide what further action, if any, is to follow.

London Mail Issues Booklet

The London Daily Mail has issued a booklet with a caption "Creating a Demand," containing letters from advertisers in their newspaper, showing results obtained.

SUPPLIES & EQUIPMENT

For Newspaper Making

For Sale:
Hoe Right Angle Quad press, pages 23 9/16 in. long, rebuilt by its makers and boxed for shipment (to Russia). Running speed 48,000 per hour of 4-6-8 pages; 24,000 of 10-12-14-16 pages; 12,000 of 20-24-28-32 pages. With very complete stereo. outfit, brand new, and supply of tools, dry mats and other material—all equipped with motors (new). Low price to eliminate further storage charges. In wiring or writing refer to our No. 101. Baker Sales Company, 200 Fifth Avenue, New York City.

Press Wanted
I am in the market for first class Goss Comet Press. Must be in perfect shape and a bargain. Evening News, Benton, Ill.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Scott, Hoe and Goss
USED
Newspaper Web Presses
ready for delivery
Double Supplement Presses printing up to 24 pages; Quadruple Presses printing up to 32 pages; Sextuple Presses, printing up to 48 pages; Double Sextuple Presses printing up to 64 pages.
WHAT SIZE DO YOU REQUIRE?
Walter Scott & Company
Plainfield, New Jersey

Cline-Westinghouse Double-Motor Drive with full automatic push-button control.
The Ottawa, Ont., Journal has just purchased four Cline Westinghouse Automatic Equipments for its Hoe Double Octuple press.
You find them everywhere.
QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO CHICAGO
CLINE WESTINGHOUSE
MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th Street NEW YORK

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

REBUILT LINOTYPES AND INTERTYPES FOR SALE
Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.
THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

R. HOE & CO.
For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds
Quality First—Progress Always
We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.
504-520 GRAND STREET
NEW YORK CITY
No. 7 Water Street Boston, Mass. — Tribune Building Chicago, Illinois

GOSS "COMET"
The ideal press for small daily and local weekly newspapers.
A flat-bed press that prints from roll-paper and folds as it prints—
3,500 per Hour—4, 6 or 8 Pages
A 5 hp. motor drives it, and a 12 x 12 ft. floor space accommodates it.
Send for Catalog
The GOSS PRINTING PRESS CO.
1535 S. PAULINA ST. CHICAGO ILL.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Cartoons

Portrait drawings of your leading local lights with four hobbies, illustrated. Complete with two column cut for the amazing price of $4.00.
Independent Engraver, 258 W. 28th St., N. Y.

Children's Features

HOME-MADE MOVIES
A great stunt for the kiddies.
Ten 2-column installments. Ask for proofs.
Cobb Shinn, 207 Fair Bldg., Indianapolis.

Comic Strips

FAMOUS FANS—in 3 col., great stuff.
KIDDIE KAPERS—in 2 col., real kids.
Columbia Newspaper Service, 799 B'way, N. Y.

PERCY AND FERDIE
6 column strips—19 years old.
There's a Reason.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Daily Golf Service

KEEP YOUR EYE ON THE RULES
Copy by Duncan Cameron, Illustrations by O'Neill
The International Syndicate, Baltimore, Md.

Exploit and Adventure

Our fast moving Adventure Articles occupy, with the eye-catching illustrations, a full page, and are worth it.
Metropolitan Newspaper Service, New York.

Fiction

STORIES
Lewis Wilson Appleton, Jr.
1922 East Pacific St., Phila., Pa.

WORLD'S FAMOUS AUTHORS
Unexcelled selections, serials, novelettes, shorts.
Service for Authors, 33 W. 42d St., New York.

"For Children and Grown Ups"

"TALES OF PRIMITIVE FOLKS,"
by John Raven
Daily, illustrated stories of the savage tribes by an Explorer
Franklin Spier, 1030 Knickerbocker Bldg., N. Y.

Humor

COMIC VERSE
Lewis Wilson Appleton, Jr.
1922 East Pacific St., Philadelphia, Pa.

STEPHEN LEACOCK'S WEEKLY ARTICLE
Illustrated by Kessler
is a Newspaper Cameo
Metropolitan Newspaper Service, New York.

Photo News Service

SEND US YOUR NEWS AND FEATURES pictures. We pay $3 and $5 for each accepted.
Kadel & Herbert,
153 East 42d St., New York City.

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Representative.
Trained newspaper solicitor. Has sold trade paper, local retail, national and foreign language newspaper space. Well recommended. Willing to travel or work anywhere. Will start immediately. Write, Box B-875, care Editor & Publisher.

Assistant Circulation Manager
with experience as mailroom foreman, conducting campaigns, etc., desires to connect with reliable daily. C-562, Editor and Publisher.

Auditor,
Assistant Publisher, Analyst, Credit Manager. 12 years metropolitan experience in the biggest positions of their kind. Desire change. B-918, Editor & Publisher.

Cartoonist.
Twelve years' experience with Kansas City Star and Post previous to the war, lately discharged from U. S. Naval Hospital, Great Lakes, Ill. Graduate Missouri University School of Journalism 1915. Anxious for another start. Address Box B-998, Editor & Publisher.

Capable General Manager
or Publisher immediately available, with over twenty years' successful experience as business executive in Metropolitan and provincial fields. Excellent record and references. Inquiries treated strictly confidential. B-837, Editor & Publisher.

Circulation Manager
Age 30, at present employed by a Western morning daily in city of 75,000, wishes change where hard work and knowledge of game will be rewarded according to results obtained. Eleven years' experience. Available on short notice. Address C-529, Editor & Publisher.

Circulation Manager
with 15 years' experience wants a permanent connection with an Eastern publication desiring rural circulation. Have had wide experience in managing subscription salesmen, handling subscription lists running well over the half million mark, and in securing subscriptions by mail. Cannot consider a temporary position and prefer a connection which will mean, either now or later, an interest in the business. If interested, please arrange for an interview at your convenience and at my expense. Address Box C-569, Editor & Publisher.

City Editor
After 12 years New York and small city experience desires place on daily in town of twenty to forty thousand. Address C-572, Editor & Publisher.

Classified Advertising Man
Experienced in every detail of that department from business routine to soliciting, desires connection with eastern paper as manager. Age 23. Energetic, ambitious, and original. Write Box C-565, Editor & Publisher.

Double Your Classified.
Have method for doubling your business, all classifications, with a profit at the same time. No so-called system, only after 20 years' experience just know how to get it. Make real producers of green solicitors; train most efficient to continue the work. Not a commission proposition. Make stated charge for stated time. Increased business one paper 800 per cent in 13 weeks; New Jersey daily trebled business in 4 weeks; Ohio daily increased business 400 per cent in 6 weeks. Full particulars and references on request. Send copies of all your city papers. Only at liberty October to March. Can take on 2 papers this winter. William H. Yale, 185 Church St., New Haven, Conn.

Editor-Reporter
Active, unmarried young man who has done everything but mechanical work on live weekly in suburb of New York, correspondence for daily and publicity work, wants change to larger weekly or daily. Desk, street or combination. Near New York preferred. Chance to grow more important than starting salary. Box C-564, Editor & Publisher.

Editorial and Feature Writer.
Experienced writer on Canadian and American publications is open for position. Is well versed in every branch of the publishing business, having published a magazine of his own for some time. Strong and forceful writer. Will accept editorial, reportorial or advertising work. Box C-583, Editor & Publisher.

Editorial Writer,
paragrapher, and experienced news executive desires change. Capable of taking full charge. Record and references speak for qualifications. Address C-571, Editor & Publisher.

Experienced Newspaper Librarian,
who has had three years on big daily and understands all lines of morgue work. Address Box C-566, Editor & Publisher.

SITUATIONS WANTED

Managing Editor
Write editorials, snap up paper, produce features, build circulation. Wants to leave New York for city of 15,000 to 30,000. Address C-574, Editor & Publisher.

Managing Editor.
Successful managing editor of large Pacific Coast paper wishes to go to Southern California, South or Midwest. In present connection he has increased circulation 10,000 in one year. Guarantees to reduce costs in editorial, composing and engraving rooms. Salary requirements reasonable, but position must offer unlimited opportunity for advancement. C-543, Editor & Publisher.

Managing Editor
With unbroken record of success now holding important position with large daily, desires to return to managing editor's desk in city of from 20,000 to 50,000. Knows news and men and how to handle both. Good organizer, editorial writer and can get maximum from staff. College man, earnest worker, with no bad habits. Connection must be permanent. Willing to start at reasonable salary if assured of increases as merit warrants. Detailed information and references gladly supplied. Address Box C-580, Editor & Publisher.

Managing, News or City Editor
Metropolitan and small town training, looking for place to accomplish things. Address C-573, Editor & Publisher.

Mr. Newspaper Owner and Publisher:
What would it be worth to you to have at the head of your composing room force a man with sixteen years' experience, eight years of which were served in country print shops, under men with wide reputation for thorough business methods, and where the training was complete in every part of the shop. (How many foremen in the big city shops can you recall who are not country bred printers?) Since my return from the World War, I have held positions of responsibility on two different newspapers.
My experience has been supplemented with two years of successful study in a Western University. There I acquired the book knowledge and training of some of the best instructors in business efficiency and methods, which taught me the why and how of cooperation to bring maximum success.
For the past fifteen months I have been a free lance, traveling in some of the larger cities of the South and Southwest, comparing methods and broadening my knowledge and experience. Play time is over; I want to go back to work, to apply the fruits of my study and skill to serve the mutual interests of employer and employe.
I am 36 years of age, a Christian gentleman of likeable personality, of good character and high ideals, unmarried, a member of the I. T. U. Further details of my experience and personal life can be sent by letter.
I will not accept a situation as foreman where I am not absolutely in charge of the composing room; I will not be harassed by other department heads who mean well, but really are a handicap.
By birth and environment I am of the Middle West, but I will go anywhere. There must be opportunity for advancement; if your town and office has attained full growth, that lets me out; I am going ahead.
You fix the salary, and I will earn every penny of it. If I accept your offer, and the pay is inadequate, I will rely on your sense of fairness to make it right. Be explicit in every detail in your first letter.
This ad is costing me real money and I expect to get real results. I can get work aplenty without advertising, but I want something worth while. I am not a genius, even though I have had unusual success as a foreman, nor am I a crank. I have good reasons for wanting the sort of a place I seek. I am ambitious. I believe in myself and can make good. Box C-581, Editor & Publisher.

News Editor
Man with valuable training under famous editor wants to pull publication out of hole. Small city. Address C-575, Editor & Publisher.

Situation Wanted
Advertising or business manager. 30 years of age; 10 years' experience; large and small dailies. Want permanent position and can handle it to your satisfaction. Desirous of locating in good medium-sized town and where ability and hard work are appreciated. Best of references. Would lease small daily. Address "Advertising," 3000 P. St., Lincoln, Nebr.

SITUATIONS WANTED

Successful Weekly Newspaper Manager
Canadian, age thirty-four, married, trained as printer, reporter, editor, business manager, sales correspondent, advertising and specialty salesman, available January 1st. Looking for opening where hard and conscientious work will be fittingly rewarded. Address Box C-578, care Editor & Publisher.

Telegraph Editor.
Capable, experienced newspaperman seeks desk opening in South. Address Box B-942, Editor & Publisher.

Wanted
Job as funny writer on newspaper. Address Box C-579, Editor & Publisher.

Wanted.
Position as advertising manager southern daily. Young man with 12 years' experience. Thorough knowledge of advertising and handling salesmen. Address C-548, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Classified Manager
A daily newspaper of over 20,000 circulation located in Eastern Pennsylvania approximately 100 miles from New York City is in need of a man who is capable of promoting and keeping the Classified section up to the minute. Please state experience and give references in addressing Box C-570, care of Editor & Publisher.

Leading Florida Daily
requires services experienced advertising solicitor with copy writing ability. Permanent position. Address C-582, care Editor & Publisher.

Leading Florida Daily
wants young college man under 30, with desk experience, for copy reader. Promotion for the man who will work diligently and intelligently. Education counts more than a list of newspapers you've got by on. State salary and be prepared to give references. Address C-560, Editor & Publisher.

Society Editor
Daily paper in city of 25,000 wants experienced, energetic society editor of good education and appearance who will make friends and produce good copy. Write complete details. Address Box C-577, Editor & Publisher.

Wanted,
the best available salesman knowing circulation and advertising to call on newspapers. Must finance self. Big income. Strictest references first letter. C-584, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

For Sale
Complete modern newspaper equipment for 12-page daily, installed one year ago. Was only morning paper in city of 60,000. Cash payment of $5,000; balance about $300 a month will purchase, with equity in building. Plant can be moved to another city if desired. Particulars with inventory from Peckham Machinery Co. Newspaper Plant Sale Specialists, 1328 Broadway, New York City.

For Sale.
Two good, live newspapers, one independent and one Republican, printed at one plant, can be purchased for $5,000 cash if bought at once. Located in good agricultural section of the East. One paper started in February, the other over 60 years old. Both papers have reputation of being the best in their locations. Job department with good patronage connected with plant, equipment in good condition. Model 8 linotype. Address C-542, Editor & Publisher.

PUBLIC SALE OF NEWSPAPER PLANT.
On Saturday, October 6, 1923, there will be offered at public sale at the Court House in the City of Marietta, Ohio, the entire newspaper and job printing plant, with good-will, name, etc., known as the Marietta Register-Leader, with long established business. County seat of sixteen thousand population. One other newspaper.
B. B. PUTNAM, Assignee.
First National Bank Building,
Marietta, Ohio.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

New York Letter
Short news-feature paragraphs; theater and book reviews; sports and fashions comment; quaint restaurants and places of interest; "like living in New York"; exclusive weekly mail service. 1½ columns, $5; sample "Letter" free. J. Cicott Cummings, 3440 Broadway, New York.

Sales Appraisals
NEWSPAPER PROPERTIES
PALMER, DE WITT & PALMER 225 Fifth Ave., New York
Pacific Coast Representative
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Unusual Opportunities
Daily & Weekly NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES
$8,500 cash, $5,500 deferred, buys New England weekly and job printing plant in prosperous county seat. Clever editor has made paper popular; paid circulation and job work steadily increasing, but unskilled management forces immediate sacrifice. Physical inventory over $10,000, including new Intertype. Our No. 12,259.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

FRALICK & BATES Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES
New York .....154 Nassau St.
Chicago .....605 N. Michigan Ave.
Atlanta .....Candler Annex
Los Angeles .....Security Building

ENGLISH MUSIC CRITICS

New York Times Announces Innovation in Reviewing Circles

Music lovers of America are to know how the musical performances in New York appeal to British ears. For three months, beginning Oct. 1, H. C. Colles, musical critic for the London Times, will review the most important events of the New York musical season for the New York Times. Richard Aldrich, musical critic of the New York Times for 21 years, will remain in responsible charge of the musical department, making contributions from time to time.

Mr. Colles is recognized as one of the most accomplished musical critics of Europe. Another English critic of distinction will succeed Mr. Colles.

Venue Change in $100,000 Suit

Supreme Court Justice Smith at Watertown, N. Y., has granted a change of venue from Oneida to Jefferson County in the case of Frank E. McGray, Utica stock broker, against the Brockway Company, publishers of the Watertown Daily Times, the Watertown National Corporation, and Donald N. Gilbert, former manager of the Watertown National Corporation. The action was brought to recover $100,000 from each of the defendants on a charge of conspiracy, growing out of a news story published in The Times and an advertisement of the Watertown National Corporation.

FICTION

"The Metropolitan for Fiction—"

Thomas F. Ford, editor of the Sunday Magazine of the Los Angeles Times, writes relative to our weekly short stories:
"I find the fiction service of the Metropolitan Newspaper Service excellent. The material is well prepared and the art first class. As yet I have had nothing in the form of a story that was not top notch. . . ."
Mr. Ford's comment is typical. We are maintaining top-notch fiction service for newspapers throughout the United States and Canada.

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau St., NEW YORK CITY

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

LLOYD GEORGE

writes for the

UNITED FEATURE SYNDICATE
A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York

The Indianapolis News is different

The News rejects annually nearly a half million lines of copy it considers objectionable, which is considered acceptable by other Indianapolis papers.

The Indianapolis NEWS

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

IF public utility corporations or other concerns in your city are publishing and circulating house organs designed to "put across" the propaganda which they contain, don't "pan" them—but sell them on the idea that they can do this most effectively by publishing the copy in your columns. The Ottawa newspapers recently did this in the case of the Ottawa street railway, which for some time has published a miniature sheet and distributed it on the cars. The successful argument was that many non-users of the cars (motorists and others) were an important factor when it came to a vote on municipal street railway issues, and that these were not being reached by the former system of circulation, whereas the entire community could be reached through the newspapers at a lesser cost.—From V. M. Kerr, 68 Rosedale avenue, Ottawa, Ont.

"Shine 'em up for Sunday," runs a one-inch, two-column advertisement appearing every Saturday in an Indiana morning paper. The space is paid for by a group of shining parlors. It isn't much, but it all helps out on the year's gross.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

The Galveston (Texas) Daily News has inaugurated a weekly business review, which is published each Monday morning. This review covers the trade and business developments of the last week and forecasts developments for the coming week, as disclosed in interviews with the leading business men of the city. This business article is made the feature of a special page on which are grouped business cards and small display advertisements from Galveston business houses, professional men, etc. The weekly business letter gives advertising salesmen a talking point that enables them to solicit advertising, and the Galveston News has been able to increase its advertising revenue during the summer dulness.—J. E. King, 311 N. Edgefield avenue, Dallas, Texas.

The Philadelphia Bulletin has created new interest in the Inquiring Reporter who daily asks five persons picked at random a question by letting the readers suggest the queries. Small cash prizes for the best answers might add further interest to this department.—John H. A. Kelly, 223 East Oak street, Norristown, Pa.

Under the standing head "My Most Interesting Case" the Indianapolis Times is featuring a series of absorbingly interesting stories by Indianapolis attorneys. Lawyers of long experience have some mighty good yarns to tell and such a feature is interest compelling. Your court house or police court man can gather a week's run of such stories in an afternoon's time. The stories in the Times are given the attorney's "by-line."—Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

There are few cities in this country which do not have a number of more or less historic spots. An excellent plan in which these interesting places can be brought to light is to run a column either on the first or second page of the paper entitled "Historic Spots in Our City." Have a reporter handle the column and each day write an article dealing with each interesting locality, giving its history, and if so desired, the changes brought about by the passing of time and the advancement of civilization. Schools, clubs, societies, and many civic organizations will be glad to receive this information daily and undoubtedly some will keep clippings as a matter of reference. The plan has been worked very successfully in a western Pennsylvania daily.—Robert W. Stevenson, Easton Express, Easton, Pa.

Our question and answer department is a never-ending source of interesting features. A few weeks ago a man wrote in and in all seriousness asked what could be done to cure a sleep and movie-crazed wife. We put the question up to our readers. The feature ran several weeks. A few days ago a mother of eight children wrote in and asked what she could use to make her hair gray. A daughter in high school said her companions would not believe the woman was her mother, she looked so young. This unusual request, played up in a feature has brought forth scores of entertaining comments.—Charles A. Grimes, The Worcester Post, Worcester, Mass.

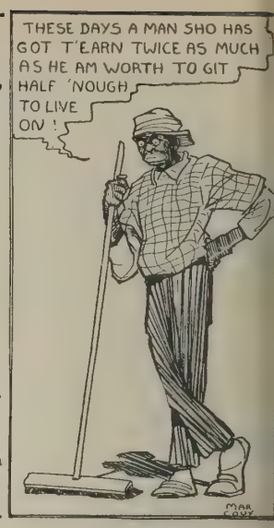
A reporter familiar with the traffic rules of the city can work out a weekly feature on the abuse of the traffic rules of the city. By using a different intersection every week he can work up a humorous yarn and at the same time show some of the poor drivers where they are making their mistakes. Stories of this kind should give the name of car and license such as: Pierce-Arrow car 1-30428, coming east on 17th turning into Farnam, did not see the zone safety warts, so the car played auto polo in making the turn. Driver of Ford, 29-107, from out of the county decided he did not like to drive in the traffic of the city and stopped in the center of the busiest intersection of the city to change places with his 14 year old son. A feature of this kind would be interesting as well as educational.—A. R. Davison, 433 Y. M. C. A. Bldg., Omaha, Nebr.

From your files select the names and the addresses of a few of your oldest subscribers. Then write little interesting notes about each one of these old subscribers. Obtain quotations from these old subscribers in regards to why they have been such loyal supporters of your paper, and publish them at the foot of these notes. This stunt should make interesting news for the readers of your paper and do a little honest advertising for the paper besides.—B. F. Clark, 101 West 15th St., Hutchinson, Kan.

Readers of one newspaper get free parking space under arrangements made by the newspaper with those in charge of the parking stand. The only restriction is a time limit of six hours, this being five hours longer than is permitted in the outside city parking spaces. The motorist simply gives his name and address at the desk when "checking in," and if his name appears O. K. on the subscription books, his check is stamped "free" when he checks out. Should he remain longer than the six hours, then the regular charge becomes effective for the period in excess of the free time.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

How many persons know what governs the value of property in buying a home? What things should be looked for in inspecting a possible purchase? Who pays the current taxes, the buyer or seller? How can one be assured that his title is clear? These and numerous other questions that confront every homebuyer formed the basis for a series of articles in an Ohio newspaper, the basic facts being supplied by local realtors.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

"Cynical Sam"



Apply
C-V Newspaper Service Inc.
350 Madison Avenue, New York City

RICHARD LE GALLIENNE'S

Books À La Carte of Greater Value Than the Purpose It Serves

Hol-Nord Feature Service
500 Fifth Avenue, New York City

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

40 Winning Plays in FOOTBALL

placed with New York Mail, Philadelphia Public Ledger, Providence Journal and many others.

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

America's Best Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,189	.0275	.0175
†Boston Sunday Advertiser....(S)	481,029	.70	.70
*Boston Globe .....(M&E)	280,605	.45	.45
*Boston Globe .....(S)	328,511	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
†Boston Transcript .....(E)	38,236	.20	.20
*Fall River Herald .....(E)	14,206	.045	.045
*Fitchburg Sentinel .....(E)	10,739	.055	.045
†Greenfield Recorder .....(E)	3,350	.0175	.0175
*Haverhill Gazette .....(E)	15,916	.055	.04
*Lynn Item .....(E)	16,643	.06	.04
Lynn Telegram News.....(E&S)	16,886	.05	.05
Lowell Courier-Citizen and Evening Leader .....(M&E)	21,348	.06	.06
*New Bedford Standard-Mercury (M&E)	32,349	.08	.08
*New Bedford Sunday Standard (S)	26,087	.08	.08
†North Adams Transcript.....(E)	9,334	.0375	.03
*Salem News .....(E)	20,546	.09	.07
Taunton Gazette .....(E)	8,263	.04	.03
*Worcester Telegram-Gazette (M&E)	78,052	.24	.21
*Worcester Sunday Telegram..(S)	44,470	.18	.15

MAINE—Population, 768,014

†Bangor Daily Commercial....(E)	15,080	.05	.04
*Portland Press Herald....(M&S)	27,993	.07	.07
*Portland Express .....(E)	27,639	.10	.07
*Portland Telegram .....(S)	28,059	.10	.07
†Waterville Sentinel .....(M)	5,921	.035	.025

NEW HAMPSHIRE—Population, 443,683

†Keene Sentinel .....(E)	3,384	.03	.024

RHODE ISLAND—Population, 604,397

†Newport Daily News .....(E)	6,126	.0336	.0293
†Pawtucket Times .....(E)	24,418	.07	.06
†Providence Bulletin .....(E)	61,238	.15	.15
†Providence Journal .....(M)	32,086	.09	.09
†Providence Journal .....(S)	57,436	.14	.14
†Providence Tribune .....(E)	22,318	.10	.09
*Westerly Sun .....(E&S)	4,805	.025	.025
*Woonsocket Call .....(E)	13,306	.04	.04

VERMONT—Population, 352,428

*Barre Times .....(E)	6,619	.03	.025
†Bennington Banner .....(E)	3,037	.0125	.0125
Burlington Daily News .....(E)	7,183	.04	.04
*Burlington Free Press.....(M)	11,970	.05	.05
*Rutland Herald .....(M)	10,181	.04	.04
†St. Johnsbury Caledonian-Record (E)	3,573	.0214	.015

CONNECTICUT—Population, 1,380,631

†Bridgeport Post-Telegram (E&M)	45,201	.14	.14
†Bridgeport Post .....(S)	19,926	.09	.09
Hartford Courant .....(D)	29,780	.08	.07
Hartford Courant .....(S)	48,600	.10	.09
†Hartford Times .....(E)	45,532	.12	.12
*Meriden Record .....(M)	7,160	.045	.025
†Middletown Press .....(E)	7,787	.03	.025
†New Haven Register.....(E&S)	35,514	.10	.09
*New London Day.....(E)	10,810	.06	.045
†Norwich Bulletin .....(M)	11,823	.07	.05
Norwalk Hour .....(E)	4,953	.03	.03
*Stamford Advocate .....(E)	8,508	.0375	.03

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

People who Save, have Money to Invest, and to Invest, One Must have Money!

BY THAT TOKEN

NEW ENGLAND

is, and has been proven to be, the best field for advertising good investments and properties. For *New England has 40%* of the *Nation's Savings Deposits.*

This fact, combined with the fact that nearly 85% is urban population, makes New England territory the greatest market and greatest field for intensive advertising by daily newspapers.

These two facts alone would make a market that National Advertisers could hardly overlook.

Get the significance of the supremacy of New England Savings Deposits and the concentration of purchasing power when Publicity by daily newspapers can be used most intensively.

This is the Territory Where a Salesman Can Take the Most Orders in a Day!

Leads in Foreign Advertising Gains

The Evening Mail was one of only TWO evening newspapers in Greater New York (including Brooklyn) which showed a foreign advertising gain for August. Its foreign gain of 65 columns more than tripled that of the other paper. The Evening Mail was also

First in Net Total Advertising Gain
First in Dry Goods Advertising Gain
First in Volume of Food Advertising

Successful advertising in such classifications as local Dry Goods and Food *must* be carried to a purchasing, home public. Such advertisers depend heavily upon an active advertising response.

Continuous gains in such advertising are an infallible index of a strong and responsive circulation.

The developing power of this newspaper since the elimination of The Globe on June first, last, has been the outstanding factor in the New York newspaper situation in recent years.

THE EVENING MAIL

NEW YORK, N. Y.

Foreign Representative :
PAUL BLOCK, Inc., N. Y.

THIS ISSUE: EXPECT EARLY END OF NEW YORK STRIKE

EDITOR & PUBLISHER

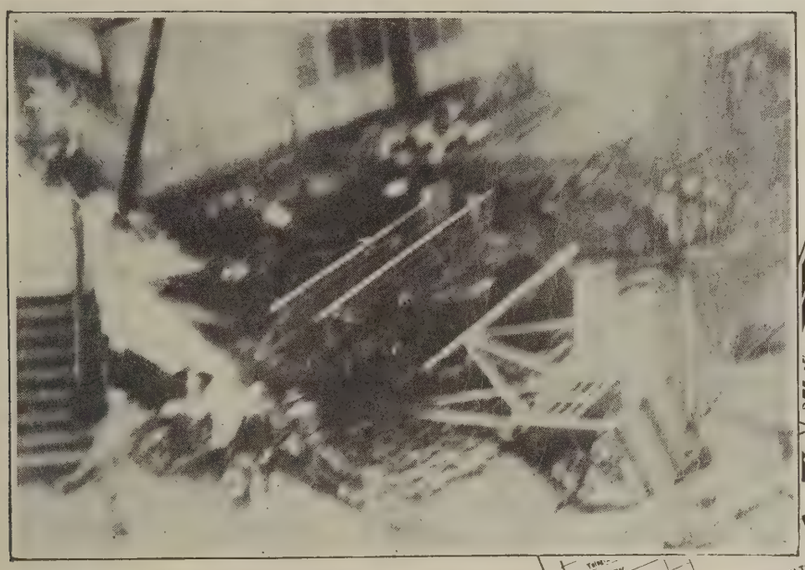
1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday

[Copyright, 1923, by the Editor & Publisher Company, James Wright Brown, President and Editor]

Vol. 56. No. 18 NEW YORK, SEPTEMBER 29, 1923 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy



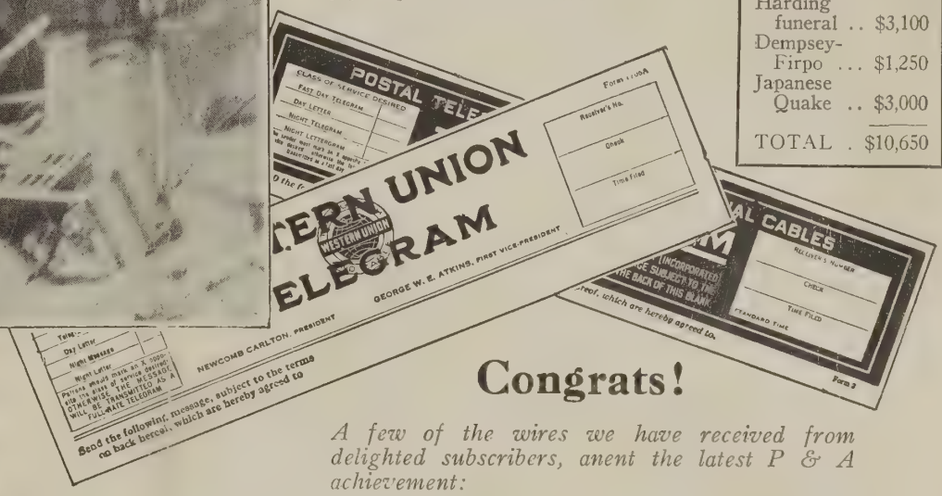
First with the quake quaking . . . .

One of the Jap disaster photos secured by P & A at a cost of many thousands of dollars .... the only existing picture of a quake quaking! An epic of news picture getting—the privilege of publishing it was enjoyed by P & A subscribers!

P & A spends huge sums on airplanes. For instance:

(for the last four months)

Shelby fight	$2,300
Willard-Firpo ...	$1,000
Harding funeral ..	$3,100
Dempsey-Firpo ...	$1,250
Japanese Quake ..	$3,000
TOTAL .	$10,650



P & A scoops Jap pix!

LONG before the flames of ruined Tokio and Yokohama were under control—before the cables were even open for news service, the first pictures of the greatest natural cataclysm in modern times were enroute to America—to P & A subscribers! By the fastest mail steamers to Vancouver—by the fastest cross continent plane flight ever made for news picture service—this epic of news picture getting was completed. P & A subscribers enjoyed positive beats everywhere except in New York, where they had an even break. The flights alone cost three thousand dollars and untold effort. . . .

But it has been proved before that P & A is first in pictures. It is first in facilities, first in enterprise, and [illegible] has unlimited financial backing to carry out its policy of getting the [illegible]ures first everywhere. It was proved several times last year—and this year, with Harding pictures, Dempsey-Firpo fight pictures, the Japanese quake, and many other scoops.

P & A will repeat! There may be another scoop tomorrow—wire or phone for option and rates today!

Congrats!

A few of the wires we have received from delighted subscribers, anent the latest P & A achievement:

QUAKE PHOTOS RECEIVED 12:30 WEDNESDAY BEAT OPPOSITION COMPLETELY.
—**Erie Dispatch Herald.**

.....WE HAD FINE NEWS BEAT, REGARDS TO YOUR BOYS.
—**Detroit Free Press.**

TELEPHOTO QUAKE PICTURES ARRIVED TUESDAY MORNING ACTUAL PICTURES WEDNESDAY MORNING, SCOOP ON OTHER PICTURE SERVICES.
—**Aurora Beacon News.**

YOKOHAMA PICTURES HERE GIVING US SCOOP, ENTIRE STATE TOKIO, THEATRE PHOTOS MONDAY NIGHT, ALSO COMPLETE BEAT, WONDERFUL SERVICE.
—**Muskogee Phoenix.**

JAPAN PICTURES .... TRIMMED ALL OTHER SERVICES, EXCELLENT.
—**Des Moines Register & Tribune.**

QUAKE PHOTOS COMPLETE, SCOOP HERE, THANKS FOR GOOD SERVICE.
—**Toledo Blade.**

P & A HAD A CLEAN BEAT IN WASHINGTON STAR.
—**Washington Star.**

QUAKE PICTURES ARRIVED 7.30 WEDNESDAY MORNING, HAD THEM EXCLUSIVELY ALL DAY, EXCELLENT BIT OF SERVICE, WISH TO CONGRATULATE YOU.
—**Indianapolis News.**

Pacific & Atlantic Photos, Inc.

25 Park Place, New York

CHICAGO BOSTON PHILADELPHIA WASHINGTON, D. C. LOS ANGELES SAN FRANCISCO LONDON PARIS BERLIN

Announcement is made that
Effective October 1, 1923

S. C. BECKWITH SPECIAL AGENCY

is our Representative in the National Advertising Field

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

Don't Say "Paper" — Say "STAR"
Trade Mark Registered

The Cleveland Press

has maintained an average daily circulation for the *past six months* of over

200,000

This is the greatest *sustained period* Daily Circulation ever attained by a Cleveland or Ohio Newspaper

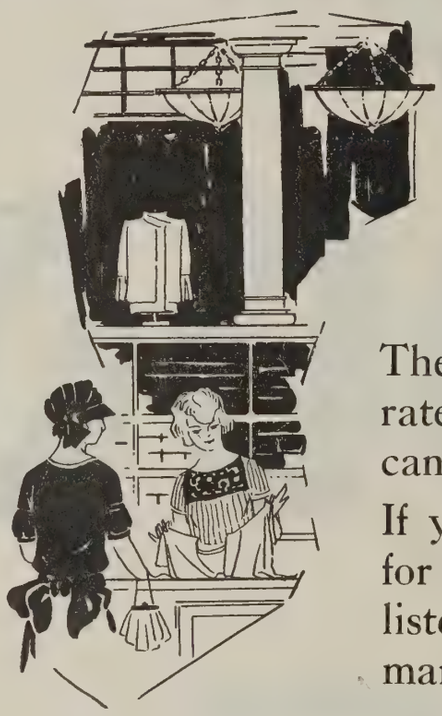
The Cleveland Press is a Scripps-Howard Newspaper (including the Scripps-McRae League) represented nationally by

ALLIED NEWSPAPERS, Inc., 52 Vanderbilt Ave., New York

BRANCHES IN CHICAGO-CLEVELAND-SAN FRANCISCO-CINCINNATI-ATLANTA-ST LOUIS

Getting women to ask for your textiles and articles of women's wear in

Philadelphia



IMAGINE if you can the vast needs of the women and children in the half-a-million separate dwellings in Philadelphia?

Dry goods, silks, underwear, stockings, corsets, ready-made suits and overcoats, hats, shoes and the many other distinctly feminine things.

The Bulletin has published a routed list of 9148 separate shops in Philadelphia that cater to women, and can give you first hand information and help.

If you wish to expand your business it will be well for you to discuss Philadelphia with any of our agents listed below, or come to Philadelphia and size up the market for yourself.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER

U. S. Post Office report of net paid circulation for six months ending March 31, 1923—505,098.

NEW YORK
814 Park-Lexington Bldg.
(46th St. & Park Ave.)

CHICAGO
Verree & Conklin, Inc.,
28 East Jackson Boulevard.

DETROIT
C. L. Weaver
Verree & Conklin, Inc.,
117 Lafayette Boulevard.

SAN FRANCISCO
Harry J. Wittschen
Verree & Conklin, Inc.,
681 Market Street.

LONDON
Mortimer Bryans,
125 Pall Mall, S. W. 1

PARIS
Ray A. Washburn
5 rue Lamartine (9)

Copyright, 1923—Bulletin Company.

Total Circulation of This Issue: 7,000

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 56 NEW YORK, SATURDAY, SEPTEMBER 29, 1923 No. 18

PAPERS WINNING BITTER PRESS STRIKE

Members of Old Union, Defunct by International Action, Voting Whether to Return Under Contract Between Latter Organization and Publishers, Which They Rejected a Few Days Ago

EIGHT days of striking found members of the former Web Pressmen's Union No. 25 in New York seeking means of regaining their former standing in their offices and in their relations with the international union. Negotiations carried on by foremen on strike with the international officers resulted in practical acceptance by the strikers' committee of the international board's terms for their return to work, which will be submitted to a meeting of the former local's membership on Friday night for vote by secret ballot.

The terms on which the vote will be taken are:

1. Acceptance by the local pressmen of cards in the international union.
2. Acceptance of the new contract made with the publishers association by the international union, with guarantees that its terms would be faithfully carried out.
3. Agreement that strikers guilty of sabotage or destruction of property will be barred from their former positions.

These conditions were imposed after the striking foremen had attempted negotiations with the publishers for recognition of their old union and elimination from the situation of Major George L. Berry, international president, who had revoked the union's charter and made a new contract between the Publishers Association and the international union. The publishers refused to discuss such conditions or to do business with representatives of the organization which had broken faith with them and the foremen's committee then turned to their international officers.

The local union is dead and no successor will be organized for the present it is understood, contractual relations with the newspapers being executed by the international union.

The newspapers ended their combined editions September 27, after eight days, and started to issue 16-page papers on September 25. The eight-page papers of the previous six days had carried no local advertising and the large stores were forced to adopt extraordinary means of publicity, gaining the volume of sales produced by their regular newspapers campaigns. One merchant admitted that two weeks more without newspaper advertising would have closed his doors.

Limited copy is appearing from the large stores in the 16-page papers, which also resume the editorial pages that were dropped from the eight-page editions.

Total distribution of the newspapers is now almost up to normal in the city and suburban districts, and normal conditions, both in size of papers and editions, are expected to be resumed shortly.

Every pressroom in the city is now manned by members of the international union and non-members employed by the Publishers Association under the terms of the contract which was closed last Friday night between the publishers and the international union. Union members have been drafted from other cities by President Berry, in sufficient numbers to put competent pressmen into every office. A committee of the Publishers Association has also assembled several hundred men of varying degrees of pressroom experience, and a few members of the old local have been restored to their places by agreement between the publishers and the international officers, the latter issuing international union cards.

Comparatively few of the old workmen are back at work, however, but it is believed that many will return after the meeting Friday night.

Meetings of the strikers have been held daily throughout the week, following a large meeting last Sunday at which they rejected the contract negotiated by the international body and to remain on strike. Deprived by the international's action of strike benefits from the union and unable to expend their former local's funds, they claim to have secured large donations and loans from other New York unions to finance the strike, some statements of their fund placing it at over $300,000.

Their meeting Sunday night was marked by violence, chiefly verbal. Summoned to meet by President Berry at the Town Hall for an explanation of the new contract, granting a $3 wage increase, higher overtime rates, and shorter hours, they refused to hear Berry when he ordered Local President David Simons and a member of the local scale committee off the platform. The strikers deserted the hall in a body, leaving Berry to read and explain his contract to two members who remained. Denouncing Berry as a traitor, a strikebreaker, and an oppressor, they held a rump meeting, where they voted unanimously not to return to work.

Later a committee of strikers called on John N. Harman, publisher of the Brooklyn Times, on which Simons had been employed before the strike, and offered to return under the terms of the new contract on condition that the combined headline be removed from the paper. They were refused by Mr. Harman, who has been in charge of one of the Times' presses since the start of the strike, and whose office force operated the machines without the help of union members until the middle of this week.

BAG AND BAGGAGE — C. R. Macauley

Efforts were then made by the strikers to secure the intervention of Archbishop Hayes, Bishop Manning, Bishop Malloy and Rabbi Magnes in order to gain a new life for the dead union. The ecclesiastics were regarded by the strikers, they said, as "beyond newspaper influence," but no success was had in securing their mediation.

President Berry issued several statements, setting forth the true situation of the past eighteen months between the publishers and the local union. He declared that he aimed to prevent a knockout by either side to the controversy, that the international stood firm for arbitration when conciliation fails, that it seeks to confiscate no man's property, as the local union by its illegal strike in effect did, and that the local union's policy of embarrassing the industry on which their living depended made it impossible for the international officers to act otherwise than they did.

"It is meeting and will meet squarely every responsibility and do everything necessary to defeat and eliminate from the international union the policies that have obsessed the former local union and that were responsible for this most unfortunate situation," Mr. Berry concluded one statement.

Equally firm in their stand have been the publishers, despite the crippling of a department vital to their prosperity. Their statements have notified former employes that their places were being filled and that while the publishers would consider in friendly attitude requests for restoration from former pressroom hands, they would not be able to find places for all of their old forces.

But while the publishers have suffered from curtailed revenues, the discomfort of manning pressrooms, and of violence to employes at the hands of the pressmen, it seems safe to state that the largest money losses have been incurred by the advertisers, chiefly retailers and financial houses.

Department store heads, even those catering to permanent customers, said inability to promote sales through the newspaper columns was proving a serious handicap at the opening of the fall season.

Bernard F. Gimbel, vice-president of Gimbel Brothers, Inc., was quoted in published statements as saying he thought the strike would be injurious to both large and small stores.

"We depend upon newspaper advertising for much of our selling power," he added. "It is the newspaper advertising, combined with the standing of the store doing the advertising, which makes the buyer realize his need of some article which otherwise he might have neglected to purchase."

Others were quoted as follows:

Harold W. Bonwit, secretary of Bonwit, Teller & Co.: "I have no doubt that if the strike lasts much longer we will feel a huge effect. Newspaper advertising is doubtless the most valuable advertising in the world, and as the retail stores are deprived of this medium they will feel the loss more and more. The discontinuance of full news about events in this country and abroad has a most disturbing effect on the minds of customers, and causes uncertainty and unrest, which is reflected in their buying."

P. A. Conne, vice-president, Saks & Co.: "The loss of newspaper advertising is especially important at the beginning of a season, as now, when the stores are introducing their new styles and paving the way for the new season."

James McCreery & Co.: "Newspaper advertising is the corner post of sales promotions, and we hope the newspapers return to normal soon."

Hearn W. Street, one of the executives of Blair & Co., a leading Wall Street banking house: "Investment bankers were not certain until the pressmen's strike began that newspaper advertising played a big part in their business. We know now what invaluable service the newspapers render us. It is next to impossible to put over a big bond issue without advertising. Our clients expect advertising, and will not bother to read circulars."

Gimbel Brothers sent to all charge customers on Monday a 60-word telegram announcing Tuesday offerings and have made wide use of handbills, wagon posters, etc. Several of the stores sent newspaper-size sheets to newsdealers throughout the city, offering as high as 2½ cents for each one distributed with a newspaper.

Only staple articles have been selling in most of the larger stores, luxuries missing the impetus of the newspaper advertising and remaining dormant. One large merchant whose profit lies especially in the luxury class of his merchandise, said not for publication with his name that another fortnight of "combined newspapers" would have closed his doors.

It has been a salutary lesson in the value of newspaper space which the publishers can credit to the strike along with the elimination of the chaotic pressroom conditions of recent months. More than ever, the strike and its sequels have placed the publishers dominant over all phases of their operations, including the pressroom and the large advertising accounts —results that were certainly not expected by the striking pressmen.

The most tangible and probably the most permanent outcome of the struggle for mastery in the pressrooms has been the new contract which was negotiated last week, as forecast in EDITOR & PUBLISHER of September 22. Its outstanding points are stated in the box on this page, but the document itself is interesting and historically important. It is reproduced in full as follows:

Whereas, New York Web Printing Pressmen's Union No. 25, hitherto a local union subordinate to the International Printing Pressmen's and Assistants' Union of North America, has this day been dissolved and its charter revoked in consequence of an illegal strike begun by said union without authority from the International Printing Pressmen's and Assistants' Union of North America, and

Whereas, The Publishers' Association of New York City, desires to contract with the International Printing Pressmen's and Assistants' Union of North America to furnish men to operate all their presses in accordance with definite stipulations that will guarantee full production, peace and the highest possible efficiency in the pressrooms; and

Whereas, The International Printing Pressmen's and Assistants' Union of North America agrees to furnish such men in cooperation with the Publishers' Association of New York City, to the same end;

Now, therefore, This agreement witnesseth:

In consideration of One Dollar ($1) each to the other in hand paid, and for other valuable considerations, receipt of which is hereby acknowledged,

The Publishers' Association of New York City, composed of the following daily newspapers:

The World
The Evening World
The New York Times
The New York American
The New York Journal
The Sun and The Globe
The New York Herald
The Evening Telegram
The New Yorker Herold
Courier Des Etats Unis
The Evening Mail
The Daily News
New York Evening Post
Brooklyn Daily Eagle
Brooklyn Standard Union
Brooklyn Citizen
New Yorker Staats Zeitung
New York Tribune
Il Progresso Italo-Americano and
Brooklyn Times

hereinafter referred to individually as the "office" and collectively as the "publisher," party of the first part

The International Printing Pressmen's, and Assistants' Union of North America, party of the second part, enter into this agreement this 21st day of September, 1923, as a basis of settlement as between the parties hereto.

Pressroom Conditions

It is agreed that the following conditions shall be made operative in the pressrooms of the party of the first part immediately following the formal execution of this contract.

The points of settlement are as follows:

(1) Night work shall consist of forty-one hours per week to be performed in the following manner: Two nights at eight hours each to be designated by the office, to be changed only upon one week's notice; all other nights during the week to be of six and one-half hours each. It is specifically understood that on the two designated eight hour night shifts that half of one hour for luncheon shall be allowed on office time, and as nearly as practicable in each office at the same time each working day or night, it being recognized that regularity of work and meals are essential not only to comfort, but health. The publishers may send crews to luncheon, however, one or more full press crews at a time.

It is further understood and agreed that no press crew shall be sent to lunch before the third hour after starting work or be kept from lunch for more than five hours after starting work except on the six and one-half hour night shifts provided for in the next paragraph.

(2) It is agreed that on the six and a half hour nights the office shall have continuous operation and no lunch period is required to be given at the expense of the office, provided, however, that no press crew shall work longer than six and one-half hours without receiving a lunch period, provided further that if crews are required to work more than six and one-half hours the office shall designate the luncheon hour in accordance with the preceding section.

(3) Night work shall be between 8 p. m. and 6 a. m., except Saturday night, when the hours shall be between 5 p. m. and 5 a. m.

(4) Day work shall consist of eight consecutive hours per day, between 7 a. m. and 7 p. m., including half an hour for luncheon on office time.

(5) Color presses and rotogravure presses shall be operated when required in three shifts, a day shift of eight hours, a night shift of seven hours and a third shift, part day and part night, of seven hours, which last named two shifts shall be paid at night rates, provided men working on either of the two seven hour shifts on rotogravure and color presses shall receive a wage scale in excess of that established for black presses in an amount equal to one hour each week at time and a half. A luncheon period of one-half hour shall be allowed on office time on the eight hour day shift; on either of the two seven hour shifts men may be sent to lunch in turn without shutting down the press or presses.

(6) Employes may be called in before their regular working hours whenever in the judgment of the office it is necessary, but all such work shall be paid for at time and one-half. When overtime extends beyond or before the day hours, or beyond or before the night hours the night overtime rates shall be paid.

(7) All time required and actually worked before or continued after the regular day or night's work shall be counted as overtime and shall be paid for at the rate of time and one-half for any part of the first four hours of work and double time thereafter.

(8) When men are called back for work after getting "good day" or "good night" they shall receive two dollars for the call and double time for all time actually worked after reporting at their positions.

Day men called before 7 a. m. shall be paid $1 in addition to the regular day wage.

(9) It is agreed that the compensation rate shall be as follows:

For men in charge on day work, they shall receive $54 per week; journeymen on day work shall receive $48 per week; juniors shall receive $32 a week.

For men in charge on night work, they shall receive $57 a week; journeymen on night work shall receive $51 a week; juniors shall receive $35 a week.

It is provided that the foregoing scale is agreed to by the parties to this contract with the following reservations:

(a) That the difference in the total compensation rates as proposed by the party of the first part in their proposed contract of August 6, 1923, and the rates proposed by the party of the second part, in its proposed contract of May 4, 1923, shall be considered in the following manner:

That immediately the parties hereto agree to set up a Conciliation Board of three members each who shall proceed forthwith in an endeavor to reach an agreement upon the differences as between the compensation rates referred to in order to determine a permanent compensation rate.

In the event of the Conciliation Board failing to agree that then and in such event the board thus named shall proceed to select three disinterested persons within fifteen days who shall act as a board of arbitration to determine definitely such differences and all other differences not settled by conciliation as herein provided, it being understood that the voting power of such board of arbitration shall be confined to three votes—to wit, one vote representing the party of the first part, one vote to represent the party of the second part and one vote to represent the three disinterested members of such board of arbitration.

If in ten days the conciliation board is unable to agree on the three disinterested persons then the Governor of the State of New York, who was heretofore agreed on as a nominator by all parties now and previously interested, shall be called on to designate the three disinterested men, or any number of the three on whom agreement was not arrived at.

Ad Interim Rules

It is agreed that in the interim the compensation rates operative as of section 9 shall continue in full force and operation until a permanent compensation rate has been determined in accordance with the foregoing; provided, however, until such permanent rate of compensation is so determined the extra payment now made in certain offices shall be so readjusted that no employe shall receive (including the $3 per week increase in regular wages and the higher overtime rates herein provided) less compensation per week than such employe would have received for a corresponding number of hours work prior to September 17, 1923.

It is provided that such permanent compensation rate agreed to in accordance with the foregoing shall be made retroactive to the date of this contract.

It is further agreed that the conciliation board heretofore provided shall aid the parties hereto in preparing all the provisions necessary for a complete working contract for one year from September 1, 1923, between the parties hereto; that the two proposed contracts submitted respectively by the president of the International Union to the New York newspaper owners on May 4, 1923, and the proposed contract submitted by the Publishers' Association of New York City to the New York City union on August 6, 1923, shall be used as a basis of discussion by the parties hereto in preparing such working contract for one year, and that any point or points on which the parties hereto cannot agree shall be decided finally by the said conciliation board in large, as provided and acting as an arbitration board by a majority or unanimous vote.

It is agreed that any contract arrived at in this agreement shall contain a clause providing for its renewal or replacement at expiration by arbitration in the event of failure to arrive at a complete agreement by conciliation or negotiation, and that such arbitration shall be in accordance with the plan herein provided.

TERMS OF THE NEW CONTRACT

CHIEF points in the new agreement between the Publishers' Association of New York City and the International Printing Pressmen's & Assistants' Union, under which New York newspapers will be printed for the next year at least, follow:

1. Revocation of the local union's charter.

2. Agreement by the I. P. P. & A. U. to furnish crews for all presses, guaranteeing full production, peace and the highest efficiency.

3. Agreement for co-operation between publishers and I. P. P. & A. U. in securing crews.

4. Night shift of 41 hours per week, two nights of eight hours and all other nights of 6½ hours each. Half-hour luncheon period on office time on eight hour shifts. No luncheon period on office time on 6½ hour shifts, but men are not required to work more than 6½ hours without luncheon on office time.

5. Night work between 8 p.m. and 6 a.m., except on Saturday night, when the work is to be performed between 5 p.m. and 5 a.m. (The previous shift was between 7 p.m. and 7 a.m.

6. Day shift of 8 hours, between 7 a.m. and 7 p.m., including half an hour for luncheon on office time.

7. Price and one-half for men called to work before regular starting time, and night overtime rates for overtime work performed before or after the hours for the day shift.

8. Price and one-half for four hours overtime, double price thereafter.

9, Men called back to receive $2 for the call and double price for work performed after being recalled to their posts.

10. Day men called before 7 a. m. to receive $1 additional pay.

11. Increase of $3 a week, giving men in charge $54 day; $57 night; journeymen, $48 day and $51 night; juniors, $32 day and $35 night.

12. Provision for adjustment of above wages by conciliation or arbitration to bring them in line with previous proposals of pressmen and publishers.

13. Provision for appointment by each party to contract of three members of conciliation board. If this is unable to agree in 15 days, they are to select three disinterested persons to sit with them, each group to have one vote. If the original six cannot select three disinterested arbitrators, the Governor of New York is to be requested to name such persons.

14. Provision that the temporary scale shall not deprive any man of a $3 increase in pay.

15. Provision that the conciliation board shall assist the parties in making a permanent contract, wages in which shall be retroactive to September 1, 1923.

INVESTIGATION MAY RESULT IN FAIR POSTAL REVISION

Freight Rates Are Now Below Those Charged on Second Class Matter—Hume's Claims Losses Are On Parcel Post

WILL there be a favorable revision of second class mail rates?

This is the question most frequently raised today among newspaper and magazine publishers of the United States, following start Sept. 21 of the 30-day weighing and count of the mails, being conducted by the Post Office Department in the fifty leading cities of the country.

Authorities agree Post Office officials have taken a step in the right direction in making this apparent attempt to put the department on a business basis by ascertaining the cost of handling various classes of mail.

Financed by an appropriation of $500,000, an exhaustive study of prevailing postal conditions is promised by this weighing and count test. It is being handled by a committee in the Post Office Department, of which Joseph Stewart is chairman.

"What will be the outcome after the figures are secured?" is the natural question which arises.

It was asked Frederick W. Hume, executive secretary of the National Publishers' Association, who for the past ten years has been making an exhaustive study of the postal situation, particularly in its relation to publishers.

Hume answered the question with a conservative prediction.

"It is most apparent that if proper division of costs to revenue is arrived at by the postal committee, it will be clearly shown that the annual deficit of the Post Office Department should be attributed to parcel post and not to the handling of second class mail matter."

That second class rates are far too high is a fact generally recognized by publishers, Hume pointed out, while, on the other hand rates for parcel post are much too low.

"Proof of this," he declared, "is contained in the fact that a great deal second class tonnage is being withdrawn from the mails and shipped by freight with a saving of more than 40 per cent.

"Isn't that sufficient proof that second class mail rates are illogical?" he demanded.

"Why shouldn't we get mail distribution from the government less than from private enterprises?

"The case of the Postal Department is very different from a privately owned public utility, as the whole theory of the Postal Department is to assist the spread of information and knit the country closer together.

"When the figures are obtained from the weighing and count of the mails and deductions are made from these figures, it should be kept in mind that rates which will drive more second class matter out of the mails will not reduce overhead, and that the encouragement of second class matter will render great service to the country.

"The total revenue from the postal service is $500,000,000 a year.

"Three years ago the postoffice deficit was announced as $157,000,000. This deficit has been now reduced to about $32,000,000, showing that this particular branch of government service is now operating on a very even keel.

"Parcel post represents 70 per cent of the tonnage handled by the Post Office Department. The postoffice pays by space and collects by weight. It is easy to see that parcel post rates are far too small.

"On the other hand, second class rates are too high, still maintaining the high cost charged as a war measure. Starting July 1, 1918, and ending July 1, 1922, second class rates increased 475 per cent.

Hume is confident that findings of the postal committee will prove that second class mail rates should be reduced, and parcel post rates increased.

Now is the time, in his belief, for the present administration to prove its policy of a business government. Figures obtained by the postal committee, he believes, should be placed in the hands of expert cost accountants, capable of allocating the charges.

Summing up, Hume declared the following were questions which should be answered, when the results of the count and weighing tests have been obtained:

Shall special preference be given the daily newspapers?

Shall the Postal Department demoralize first and second class mail to accommodate freight, or shall it segregate parcel post, so that it will not interfere with the dissemination of information?

Publishers of the United States are being urged to watch and follow closely the postal test.

The American Publishers Conference, Washington, D. C., sent a letter dated Sept. 26 to all organization representatives, urging cooperation.

After informing them of the attempt by the Postal Department to ascertain costs of handling various classes of mail, the letter continues:

"This official study should furnish an opportunity for your paper to evince some interest in this effort and what it is capable of bringing forth. If you have an opportunity to visit your local postmaster and see how the work is going along, it will at least manifest some activity on the part of the American Publishers Conference and show a spirit of cooperation in the effort to arrive at some fair and equitable basis of postal charges, thus supporting our contention for a revision of second class rates, if these figures are properly analyzed.

"We are hopeful that there will be prompt action after these figures are obtained by the department and that satisfactory policies will be outlined in the decision that is made, based upon these figures."

Just how the weighing and count test is being conducted has not yet been made public. The fifty cities in which it is being carried out, follow:

New York, Chicago, Philadelphia, Boston, St. Louis, Kansas City, Cleveland, San Francisco, Brooklyn, Detroit, Los Angeles, Pittsburgh, Minneapolis, Cincinnati, Baltimore, Washington, D. C., Buffalo, Milwaukee, St. Paul, Indianapolis, Atlanta, Denver, Omaha, Newark, Dallas, Seattle, Des Moines, Portland, New Orleans, Rochester, Louisville, Columbus, Toledo, Richmond, Providence, Memphis, Hartford, Nashville, Dayton, Fort Worth, Syracuse, Houston, New Haven, Grand Rapids, Jersey City, Akron, Salt Lake City, Springfield, Worcester, and Jacksonville.

BETTER BUSINESS ELECTION

Barnard, Vigilance Committee Director, Elected National President

Kenneth Barnard of New York City, director of the National Vigilance Committee of the Associated Advertising Clubs of the World, was elected president of the National Better Business Commission at the 1923 conference at Kansas City, last week. George M. Husser, director of the Kansas City Better Business bureau, was elected vice-president, and William P. Green, of New York, secretary-treasurer.

These officers form the board of directors with the following: Howard Cool, Washington; Fred M. Willson, Toledo; G. Ferris Olwin, Indianapolis, and Ferris R. Miller, Los Angeles.

Official selection of the 1924 convention city was deferred until the next meeting of the directors in Indianapolis early in November.

EDITOR AND PUBLISHER JAPANESE NEWSPAPER RELIEF

TYPHOON and flood this week added to the desolation of Tokio, proud capital of Japan, all but destroyed by earthquake.

To the 2,000 newspaper men whose homes were reported demolished ill fortune has been heaped upon ill fortune.

This week, however, a vastly different flood, blown west to the eastern country by the typhoon of goodwill manifested by American newspaper men, is gaining. EDITOR & PUBLISHER today is able to announce $4.098.50 has already been raised for newspaper relief in Japan.

The response to the appeal for a special fund has exceeded the expectations of EDITOR & PUBLISHER.

This is the first time in the history of newspaper making that a class appeal has been made. The response has proven that the bond that binds journalism as an agency of freedom is international.

Since EDITOR & PUBLISHER sounded its first call for relief of newspaper men and women by newspaper men and women gifts have come in increasing number.

"I shall be surprised if we send less than a quarter of a million dollars," writes Henry M. Pindell, publisher of the Peoria (Ill.) Journal and Transcript. "Nothing can go farther," he continues, "to cement these two great peoples in complete accord and binding peace than the cementing of the affection and faith of the newspaper men of these two great countries together.

"I hope that you will not spare a cent of expense or one moment of time in getting to these people our willingness to help all newspaper men in Japan in this great hour of their dire necessity."

EDITOR & PUBLISHER assures direct transfer of money to the needy newspaper men and women of Japan. Workers on the editorial staff and in the business office, if needy, will be aided by the special fund.

Although he had made a contribution to the Red Cross of $1,000, Edwin A. Grozier, editor and publisher of the Boston Post, recognized the pertinence of the special gift by newspaper men to newspaper men by contributing $50.

"I have pleasure in enclosing you our check for this fund in the sum of $50," writes W. J. Pattison, general manager of the Scranton (Pa.) Republican.

As announced last week, copies of a book written by M. Ohta, vice-president of Hochi, a Tokio newspaper, were received by EDITOR & PUBLISHER on the day of the earthquake which destroyed the Hochi plant. The book is entitled "Society and the Newspaper," and is a learned treatise on international journalism as well as a particular study of the press of Japan. While copies of this book last, one will be sent every contributor to the EDITOR & PUBLISHER fund for Japanese newspaper men. Contributions should be sent to the Japan Fund Editor.

To date EDITOR & PUBLISHER's Japanese Newspaper Men's Relief Fund stands:

Contributions Acknowledged	$3,206.30
Chicago (Ill.) Daily News	500.00
Detroit News	100.00
Scranton (Pa.) Republican	50.00
Edwin A. Grozier, Boston Post	50.00
Knoxville (Tenn.) Sentinel	50.00
M. H. de Young, San Francisco Chronicle	50.00
Grand Rapids (Mich.) Press	25.00
Syracuse (N. Y.) Post-Standard	10.00
Arthur T. Robb, Jr.	10.00
Peoria (Ill.) Star	10.00
Mankato (Minn.) Free Press	10.00
A. E. Clarkson, Houston Post	10.00
H. Frank Smith	5.00
Frederic T. Turner	5.00
E. G. Routzahn	5.00
C. D. Lee	1.00
J. V.	1.00
Total	$4,098.50

MAGEE AND HIS PAPER JOIN SCRIPPS GROUP

Purchase of Albuquerque, New Mexico, State Tribune Concluded at San Francisco—Editor to Retain His Say

(*By Telegraph to* EDITOR & PUBLISHER)

SAN FRANCISCO, Sept. 25.—Acquisition of the controlling interest in the New Mexico State Tribune of Albuquerque was announced today by the Scripps-Howard newspaper interests. Addition of the 27th newspaper to the Scripps-Howard chain followed three-day conferences by Carl C. Magee, editor of the State Tribune, and Robert P. Scripps, Roy W. Howard, W. B. Colver, general editorial manager; T. L. Sidloe, general counsel; and C. F. Mosher, treasurer of the Scripps-Howard papers.

Consummation of the deal, unique in contrast with the recent purchase by the same interests of the Pittsburgh Press, followed a period in which Scripps-Howard editorial and legal interests had been counseling with Magee during his recent fight to uphold the freedom of the press in New Mexico.

No statements were made as to the amount involved, but from a financial standpoint the deal is relatively small. Its importance lies in the fact that it puts the Scripps-Howard interests into New Mexico with a paper which is within striking distance of a dominating position in the newspaper field of that state.

One of the conditions of the purchase is that Magee continues as stockholding editor with absolute independence to continue the fight which he had launched against the political situation in New Mexico. At the conclusion of the deal, W. B. Colver, for the Scripps-Howard interests, addressed the following letter to Magee:

"I am writing you this letter to tell you with what pleasure we of the Scripps-Howard newspapers welcome you and the New Mexico State Tribune into our association of newspapers.

"The State Tribune thus becomes the 27th and newest member of our family. Its next next predecessor was the Pittsburgh Press which joined us on Aug. 1 of this year.

"For months your fight and that of the State Tribune under your management, in the interests of free press, free speech, free people, and above all for the public interest, has attracted our attention as it has attracted the attention of the journalistic world of the United States.

"It was at our invitation that you came to San Francisco where a conference of the general officers of our organization was in session, and as a result of our conferences we have 'thrown in with you' and you have 'thrown in with us.' In associating with us, you will lose not the smallest part of your independence and liberty of action as an editor. Through this association you and the State Tribune will be free of any political, financial or other bond or influence, so that your efforts may be directed as heretofore undividedly for the upbuilding of Albuquerque and the state of New Mexico, and the service of your fellow citizens.

"We know that you will continue to deserve and enjoy the confidence of your readers in your sincerity and single-mindedness, and we believe that reasonable and healthy prosperity as a business concern will be natural result of such an operation."

In an editorial wired from San Francisco to appear in the State Tribune of Tuesday, Sept. 25, Magee said:

"I was called for a conference last Friday by the general officers of the Scripps-Howard newspaper organization. For three days the negotiations have gone on. Tonight they were completed and we all signed on the dotted line a contract which wheels this vast organization in behind the State Tribune.

"The beauty of the situation is that the Scripps-Howard people were attracted by the fight I have been making in New Mexico and wished to lend me help in it. My editorial control is absolutely unaffected and I have not been asked to modify my policy by a single shade in order to make this combination.

"I am the freer to fight in the public interest as I see it by reason of the new arrangement.

"The vast business machinery of this concern will take charge of the business office. They can run it with an efficiency and an economy which I could never equal. and they stop at the editorial threshold."

The State Tribune, started as a daily last April, now claims about 5,600 circulation.

GOOD TYPOGRAPHY IN NEWSPAPER MAKING

How to Put Life Into Dead-Looking Editorial Columns—Simple and Easily-Applied Suggestions for Re-Vitalizing the Editorial, Typographically, Which Any Newspaper Can Readily Adopt

By H. FRANK SMITH

Article XI

EDITORIAL NOTE—Mr. Smith is a special lecturer in the department of Advertising and Marketing at New York University. Newspaper typography in all its phases will be discussed in this department in the last issue of each month. Complete newspapers, as well as individual items, such as headings, advertisements, editorial pages, features, etc., will be reviewed, and good and bad examples illustrated and commented upon. Publishers, editors, advertisers and readers are invited and urged to send in specimens and to take full advantage of the author's desire to help them with their type problems and make-up.

ADDRESS INQUIRIES TO H. FRANK SMITH, EDITOR & PUBLISHER, WORLD BUILDING, NEW YORK.

Replies Cannot Be Made by Mail

BEFORE leaving the editorial page (which has been the subject of discussion in the last two installments of this series of informal talks) there is one more very important detail which should be carefully considered—the composition (size and style of type, length of line, leading, initial, heads, and dashes) of pure editorial matter.

By pure editorial matter, is meant the text matter usually made up into the first and second columns of the editorial page of most progressive newspapers, and which is generally assumed to represent the newspaper's own attitude, opinion or judgment. This editorial matter is usually featured or emphasized in one way or another—that is, it is usually set different than the news, features and miscellany, and which practice presents a problem worth a few moments of serious thought.

"Straining for Effect" vs. Dignity and Effectiveness

THE same "straining for effect" that mars the attractiveness of advertisements, news matter, streamers, make-up, etc., also applies to the typography of the editorial columns. This "straining for effect" is illustrated by the practice of setting the editorial matter in 6 or 8 point type leaded, in double column measure—which, of course, is thin and weak looking and uncomfortable to read; or setting the editorials solid in 10 or 12 point type in double-column measure—which, while a little easier to read, is nevertheless unattractive; or using 18 or 24 point bold heads on editorial matter set in 6 or 8 point lightface type.

All editors take a keen personal interest in the editorial page, because it represents the newspaper in much the same manner as a salesman represents his house; therefore editors want the editorial page to *look the part*—alert, aggressive and sincere.

The editorial columns can be made to *look the part*, typographically, just as easily and effectively as any salesman can impress one favorably by his dress. Not by overdoing, or "straining for effect," however; on the contrary, by going about it in a quiet, dignified, effective way.

Two Fundamental Principles Which Must Be Remembered

THE first two things we must remember are (1) that small type, 6 and 8 point, should never be set in wide measure, and (2) that larger point sizes, 10 and 12 point, should not be set solid. With these two fundamentals understood, it thus becomes at once apparent that if we must set our editorials in 6 or 8 point type our problem will be simplified if our length of line is made only one column wide; and if we set our editorials in 10 point (or 12 point as some papers do) our length of line should be column-and-a-half wide—*and the slugs should be opened up with 2-point leads.*

Three Other Important Details Which Must Be Considered

HAVING decided on (1) the size of type and (2) the length of line, the rest is comparatively easy—at least, so far as the composition of the pure editorial matter is concerned. With the size of type and length of line settled, we have only three other important items to consider: (1) leading; (2) style of head; (3) style of dash.

1—LEADING: A good general rule is to open pure editorial matter with 2-point leads, whether set in 6 or 8 point type, single column; or whether it is set in 10 or 12 point type column-and-a-half wide.

2—STYLE OF HEAD: Generally speaking, the headings for editorial matter set in 6 or 8 point type should be set at least one size larger in upper or lower case (or caps, since there are so few of them) in the bold face of the same style of type used for text; for the 10 or 12 point in wider measures the heading could be set two sizes larger. The heads for editorial matter can be set in either roman or italic, upper and lower case, or all caps. It is a good style to set the headings in a different face of type than that used for heads on news and other matter, in order to give the editorial column an individual style of its own.

3—STYLE OF DASH: By all means, use for editorial dashes something entirely different than the garden-variety of hair-line dashes used on the other pages. An attractive cut-off dash will go a long way toward making the editorial columns attractive. Instead of using the ordinary hair-line dash generally used to separate news and other items, select a dash made up of a heavy and a light rule

Or one made up of parallel 1-point rule.

This measure, like all of the sixteen on the ballot next Wednesday, has been postponed too long.

Why Pay Legislators More?

MEMBERS of the assembly have approved a proposed constitutional amendment doubling their present pay, and members of the senate have approved a similar measure more

ORIGINAL—Leaded Too Much; Dash Is Weak; Initial Badly Arranged.

bonds would make possible. Sacramento will not have to do so if all the people who believe in the city and love it will vote accordingly.

The Legislature Is Warned.

GOVERNOR RICHARDSON has placed the responsibility squarely upon the shoulders of the legislature for the compliance with or violation of the plain dictates of the constitu-

RESET—This Spacing Is Better; Dash and Initial Can Be Improved.

bonds would make possible. Sacramento will not have to do so if all the people who believe in the city and love it will vote accordingly.

The Legislature Is Warned.

GOVERNOR RICHARDSON has placed the responsibility squarely upon the shoulders of the legislature for the compliance with or violation of the plain dictates of the constitu-

THIS IS BEST—Note Dash, Space Around It, and Initial.

Red Bluff News wishes Mr. Moody success in any new work he may take up; or if he continues in the newspaper game may his pen be wielded to the best interests of the greatest number.

SAVED, BY HECK!

"Over 95 per cent of the automobiles of the country are operating with faulty carburetors and accumulated carbon deposits, which, if corrected, would save over 25 per cent of the gasoline now used."—Research board of the National Motorists

ORIGINAL—Set Too Solid; Head Should Be At Least Size Larger.

had their feelings hurt and their conscience pricked, all should be forgiven and swept away to smooth the path of the machine roller and in the interests of "party harmony."

WE WONDER!

The Standard wonders what the average "man in the street" is thinking today about some of the candidates which this new "reform" ticket has presented to the voters of West-

RESET—"Opening Up" Lines With 2-Point Leads Improves It.

forward to a devotional evening service, and as it is indeed a truism that there is inspiration in numbers, it is hoped that some plan may be evolved to continue these evensong unity services.

PETITIONERS ASK FOR LIGHT

IT WAS SAID at Hartford at the hearing on the appointment of the town court judges that The Standard's petition for the appointment of Joseph Adams as judge—a petition signed by over 300 voters

MUCH BETTER—Note Dash, Larger Head, Paragraph Begins With Caps.

Improving An Editorial Style Set in Small Type and Wide Measure

SUGGESTIONS FOR EDITORIAL DASHES

Instead of Using the Above Crude-Looking Dashes

Select a Dash with a Little Character in It.

attempt at self-protection, thinking he might be in the hands of the law. The police are too free with their guns. It is better to be sure first than sorry afterward.

THE EUROPEAN SITUATION

The threatened break between England and France is not much of a surprise to the students of history. There always has been a serious rivalry between these two countries for commercial supremacy. The growth and development of Germany, which seriously threatened the supremacy of both England

Line Too Long for Size of Type Used; Set Too Solid; Head Too Small.

attempt at self-protection, thinking he might be in the hands of the law. The police are too free with their guns. It is better to be sure first than sorry afterward.

THE EUROPEAN SITUATION

The threatened break between England and France is not much of a surprise to the students of history. There always has been a serious rivalry between these two countries for commercial supremacy. The growth and development of Germany, which seriously threatened the supremacy of both

Small Type in Wide Measures Is Not Helped Much by "Opening Up."

attempt at self-protection, thinking he might be in the hands of the law. The police are too free with their guns. It is better to be sure first than sorry afterward.

THE EUROPEAN SITUATION

The threatened break between England and France is not much of a surprise to the students of history. There always has been a serious rivalry between these two countries for commercial supremacy. The growth and development of Germany, which seriously threatened the supremacy of both

Size Larger Type Brightens It Up Some—Still Weak.

attempt at self-protection, thinking he might be in the hands of the law. The police are too free with their guns. It is better to be sure first than sorry afterward.

The European Situation

THE threatened break between England and France is not much of a surprise to the students of history. There always has been a serious rivalry between these two countries for commercial supremacy. The growth and development of Ger-

Better Leading, Decent Dash, and a Good Head Makes the Editorial Look Alive.

You might even use a slightly decorative dash, like this:

In selecting the dash, however, it should be one that harmonizes with either the style of type used for headings, or with the style of border used for any boxed heads or panels used on the editorial page—preferably with the style of type used for heads.

Considering the Three Styles of Setting the Editorial Columns

1—FROM the standpoint of economy and convenience, it is perhaps easier to set the editorial columns single-column measure, in 8-point type, 2-point leaded, with 10-point all-cap or 12-point upper-and-lower-case heads; using a special editorial dash. This is the simplest style—yet it is effective. It requires no changes in linotype composition; nor breaking of columns nor extra justification in make-up. When properly done it is usually just as attractive as the other styles, always easier and more comfortable to read—not to mention the economies and advantages of easy composition and quick make-up and justification.

2—EDITORIAL matter set column-and-a-half wide can be made very effective. Carefully planned, this style puts pep and aggressiveness in the editorial columns. At least 8-point type should be used (on smaller papers, perhaps 10-point); slugs should be 2-point leaded; heads should be set in 10-point caps or 12-point upper and lower case; special care should be used in selecting the editorial dash for this wider measure. The column-and-a-half measure requires change in the linotype composition and necessitates extra justification in the make-up, unless there is always matter enough for at least two columns should be filled with pure editorial matter; but if "fillers" must be used in the second column, these "fillers" should be leaded only 1 point and the heads reduced one size, so that they will instantly be recognized as being other than pure editorial matter.

3—THE double-column measure should not be used for editorial matter—except, for some emergency—because it requires at least 10-point type (12 point would be better for this length of line) which when opened with 2-point leads phats out too much and eats up valuable space—besides being uncomfortable to read. There is absolutely no good reason why editorials should be set two columns wide except, as mentioned above, when some emergency develops that justifies the use of a larger type and a wider measure than is the generally accepted style of well-composed newspapers—and these emergencies do develop every so often. Editors should hold the double-column editorial for the "Big Scream"—when it comes.

Summary of Suggestions for Setting Editorial Columns

1—Consider carefully all the advantages of the single column measure before deciding to use a wider measure.

2—Regardless of length of line, open editorial matter with 2-point leads.

3—Use for editorial head-letter a bold-face type at least one size larger, and maybe two sizes larger than text.

4—Separate editorials with a dash entirely different than dash used on other pages, and be sure the editorial dash keys with the face of type used for your editorial heads.

5—Put the head *on top* of the editorial, not cut in as a side head. The cut-in side-head has always been used as a subordinate head; it's a passé style any way.

6—Since most all other items on editorial pages carry a boxed head, *leave the boxes off* the heads titling your pure editorial matter. Use a plain, normal, friendly-looking type, without anything added in an effort to decorate or emphasize—unless it is a plain 2-line initial.

7—If you use an initial to start first paragraph, be sure the last line of type alongside of initial "lines up" perfectly with *bottom* of initial.

8—When using "fillers" without heads, set the first word (or the first phrase) of the first line in all caps, which style serves the purpose of a side head, and spots up the column a bit.

How to Dress Up the Single-Column Editorial

capital levy which the radicals urge would be the last straw. It is rough on Germany, but French victory in the Ruhr seems at hand.

EFFICIENCY, FAMILY STYLE

According to tradition, the shoemaker's children go unshod and the minister's son is wild. But in these days of modern efficiency things are

Set Too Solid; Dash and Head Very Weak.

capital levy which the radicals urge would be the last straw. It is rough on Germany, but French victory in the Ruhr seems at hand.

EFFICIENCY, FAMILY STYLE

According to tradition, the shoemaker's children go unshod and the minister's son is wild. But in these days of modern efficiency things are

Merely Leading Helps the Weak Dash and Head.

capital levy which the radicals urge would be the last straw. It is rough on Germany, but French victory in the Ruhr seems at hand.

Efficiency; Family Style

According to tradition, the shoemaker's children go unshod and the minister's son is wild. But in these days of modern efficiency things are

One Way To Put Pep in a Single-Column Editorial.

capital levy which the radicals urge would be the last straw. It is rough on Germany, but French victory in the Ruhr seems at hand.

Efficiency: Family Style

ACCORDING to tradition, the shoemaker's children go unshod and the minister's son is wild. But in these days of modern efficiency things are

Another Simple Way to Pep Up the Editorial Column.

Note What a Couple of Little Refinements Do to These Two Editorials

ing places where death lies in wait for the careless or inexperienced driver and those who travel with him.

Georgia wants to leave prohibition enforcement to the United States Government. Let's see, wasn't it Georgia that once went to war over State's rights?

LEWIS' WISE COURSE

JOHN L. LEWIS, head of the United Mine Workers of America, has increased enormously the respect of the people for his organization in a direct

Dashes Weak; Little Item Needs Pepping Up; Head and Initial Are Good.

ing places where death lies in wait for the careless or inexperienced driver and those who travel with him.

GEORGIA wants to leave prohibition enforcement to the United States Government. Let's see, wasn't it Georgia that once went to war over State's rights?

LEWIS' WISE COURSE

JOHN L. LEWIS, head of the United Mine Workers of America, has increased enormously the respect of the people for his organization in a direct

Note that Better Dash and Treatment of Small Item Helps a Lot.

or Capper, Capper or Curtis. Mr. Mulvane can have his National Committee job, or lose it. The result will affect the price of bread only infinitesimally.

The public, they say down east, is to have a voice in the coal situation. It will consist of one word, "Help!"

THIS SMITH IS A CORKER

F. E. "Galloper" Smith, now recognized as the first Earl Birkenhead, is in his fifty-second year, which is stripling youth as British statesmen go. Into these fifty-one years of existence "Galloper" has compressed a most remark-

Set Too Solid, Dashes Too Bold, Small Item and Head Are Smothered.

vane can have his National Committee job, or lose it. The result will affect the price of bread only infinitesimally.

THE PUBLIC, they say down east, is to have a voice in the coal situation. It will consist of one word, "Help!"

THIS SMITH IS A CORKER

F. E. "Galloper" Smith, now recognized as the first Earl Birkenhead, is in his fifty-second year, which is stripling youth as British statesmen go. Into these fifty-one years of existence "Gal-

Lighter Dash; Little Extra Space and a Side Head on Small Item Looks Much Better.

BEAUTY, SPEED AND SPACE FOR GROWTH IN NEW MILWAUKEE JOURNAL HOME

Construction Starts on Site 150x200 Feet in City's Heart for Building Embodying Many Features New in Newspaper Operation

By ARTHUR T. ROBB, JR.

"PERFECTION PLUS" might be defined as the aim of the Milwaukee Journal management expressed in the plans for its new building, construction of which began last week at the corner of State and 4th streets. Decoratively, and in provision for securing the utmost in production, not only for the present but for many years in the future, the Journal regards its coming home as among the finest in the Middle West, if not in the country. It will probably be completed next Summer.

Features, either original or developed to a greater extent than by any other newspaper, include:

An air-conditioning system for the entire establishment, supplying 80,000 cubic feet per minute of washed, tempered air.

Sound-deadening treatment for floors and ceilings of the composing room, pressroom, telegraph rooms, conference rooms, and general offices.

Straightline operation so far as possible, one feature of which places the mailing room in direct line with the presses and above the wagon-loading platform. The latter is recessed into the building.

Daylight all around, provided by wide streets on two sides and 20-foot alleys on the other two faces.

Daylight in the reel-rooms, which by an "island" construction of the pressroom floor are visible from the street.

Clubrooms and cafeteria and a first-aid hospital for employees.

Sanitary facilities in exceptional abundance.

All house linens and cafeteria washing done in the paper's laundry.

Paper storage for two months' supply in the basement, adjacent to the reel-rooms.

Specially designed floors for the press and composition departments, oil-treated wooden blocks being specified. Offices will have hardwood floors, and linoleum will be used in some departments for comfort and convenience.

No columns in the composing room, which has a truss-design roof to give the maximum of light and air.

Columns have been used sparingly in the pressroom also, the distance between them in the center being 44 feet.

Shadowless rooms guaranteed by arrangement of semi-direct illumination.

An outstanding innovation are club and rest rooms for tourists. The Journal Tour Club has nearly 25,000 members and its tour bureau furnishes information to hundreds over the counter and by telephone daily. This department will be located off the lobby on the first floor and its rooms will be open to visitors.

Noteworthy also is the exterior of this five-story and basement reinforced concrete structure. The two street elevations, 150 feet on State street, 200 feet on 4th street, will be constructed of Kasota stone, quarried at Kasota, Minn., and noted for a light variegated pink color and fine texture.

The façades will be of flat treatment, without offsets for windows. Steel window casings will be set flush with the slabs of Kasota limestone facing the street walls. French Renaissance treatment will be suggested by ornamental doorways, arch windows and the carved frieze of allegorical figures six feet high, which will extend around the entire street front and will portray the history of news printing from its beginnings to the present.

Future expansion is one of the invisible qualities that add to the building's "plus" character. Profiting by experience in the present 16-year-old building, the Journal has given all departments in the new home a minimum increase of 100 per cent over the floor space now occupied, and the increase is greater for the mechanical departments. Provision is made for further expansion in these units by absorption of space unoccupied at the outset. Allowance has been made for 100 per cent growth in the pressroom without structural changes, remodeling of the first floor and basement permitting installation of a third line of presses which would bring capacity to more than 500,000 48-page papers daily.

Numerous conference rooms are scattered throughout the building and an auditorium which will seat 400 has been planned for the fifth floor.

Inability of the present plant to accommodate the Journal's operations was recognized several years ago, but plans for a new structure were sidetracked by the war. For the past five years designs have been closely considered by L. W. Nieman, president and editor; H. J. Grant, vice-president and publisher; L. L. Bowyer, business manager; L. A. Webster, assistant publisher, and John Keating, mechanical superintendent. Mr. Bowyer has given much of his time to reducing to concrete form the ideas advanced by his associates and himself, and several months ago S. P. Weston, of New York, who specializes in the planning of newspaper buildings, was retained in an advisory and consulting capacity. Mr. Weston originated the plan of the New York Tribune's new plant. F. D. Chase, Inc., of Chicago and Los Angeles, is the architect and engineer.

Construction will cost approximately $1,000,000, it is estimated, and for modern machinery and other equipment, an additional $750,000 has been appropriated.

The 4th street front will give passers-by an unobstructed view of the presses in operation. A "floating" or "island" floor three feet above the street level and four feet separated from the wall will disclose newsprint feeding to the presses from the reel-room in the basement and complete papers speeding on belt conveyors to the mailing room.

Twelve eight-page Goss units will be arranged to produce complete papers in any size from 8 to 64 pages, with a maximum capacity of 144,000 24-page papers an hour. Each unit will be equipped with a reel. Presses rest on a foundation independent of the building, and wherever the press floor joins the building floor it will be insulated by packing which will not conduct vibrations.

Conveyors from the press delivery to the mail room will travel 150 feet per minute and will put complete papers in the mail room in 45 seconds, it is calculated.

After the onlooker has viewed the presses from outside, he can step into the lobby either from the main entrance on State street or the corner door on 4th street. The lobby is about the size of a city lot, is floored with marble, and paneled with American walnut. On either side he will see counters at which classified advertising and subscriptions will be received, public telegraph and telephone facilities, motor tour and travel bureau, and opening off the lobby, tourist club and rest rooms. There will also be a general information counter.

Opening from the lobby to the south he again finds the pressroom, where he will see an eight-cylinder color press behind the news machine. Vacant space will also be noted for additional presses, for both black and color work. Adjoining the pressroom is the electrical control chamber.

Going outside again, he will note that the east alley front is inset 22 feet for a length of 88 feet for trucking space and loading docks, accommodating 12 trucks at one time. This will permit the dispatch of 144,000 48-page papers an hour. Between the pressroom and loading docks is a general storage room to be used for all supplies other than paper and ink.

Elevators or the main stairways on the State street side lead to the second floor, where the visitor will enter the employees' lounge, a room 50 feet square. To the west will be three clubrooms, each large enough for 50 persons, to be used for department conferences and outside meetings. To the east lies the newsboys' room, reached by a separate stairway from the east alley, and extending south will be a visitors' observation gallery overlooking the pressroom. The lounge will also open into the mailing room. The office of the sales clerk and the street sales department will be located convenient to the conveyors, so that distribution to newsboys will be made with no delay.

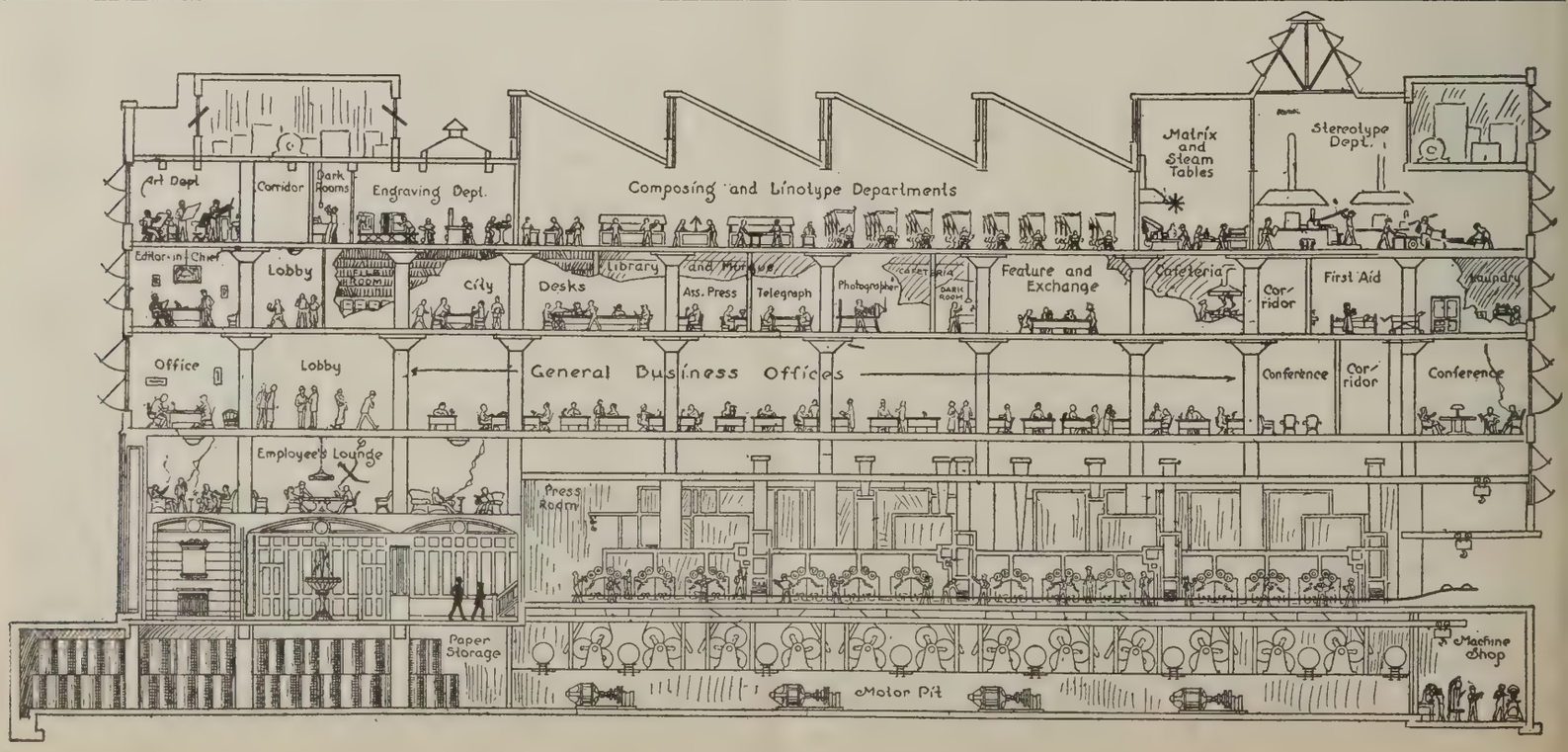
Business offices hold the third floor. An information desk opposite the elevators meets the visitor's eye, and behind it he will see what is said to be Milwaukee's largest office room, 150 x 150 feet. Half will be devoted to advertising, circulation and allied departments, the rest being shared by the accounting, bookkeeping, filing, and clerical forces. The advertising manager, circulation manager, assistant publisher, business manager and secretary will have offices on this floor.

Individual offices have been limited to department heads, but private business can be transacted by subordinate officers in numerous conference rooms. Four large rooms for departmental meetings have been provided on this floor. The large room will house the promotion and copy-service department and the merchandising service bureau.

News and editorial activities have the

(Continued on page 26)

CROSS SECTION FROM FRONT TO REAR OF NEW JOURNAL BUILDING



WESTERN EDITORS OPPOSE ANY CHANGE IN POSTAL ZONING SYSTEM

Tri-State Editorial Association Meeting in Sioux City, Opposes Second Class Rate Revision—Lusk, Publisher of Yankton Press and Dakotan, Elected President

THE TRI-STATE EDITORIAL ASSOCIATION, having members in Iowa, Nebraska and South Dakota, at its fourth annual convention at Sioux City, Ia., elected W. C. Lusk of Yankton, S. D., publisher of the Press and Dakotan, president. Other officers chosen were: Mrs. Marie Weekes, Norfolk, Neb., vice-president; Justin Barry of Cherokee, Ia., treasurer, and Frank M. O'Furey of Iowa Falls, Ia., secretary. O'Furey was re-elected and Lusk succeeded John W. Carey, editor of the Rock Rapids (Ia.) Review. Lusk was vice-president before his election to the presidency, and Barry succeeded Mr. F. H. Price of Newman Grove, Neb.

Mrs. Weekes is the first woman vice-president of this association as well as of the Nebraska State Press Association.

The convention opened Sept. 20. That afternoon the editors visited the Interstate Fair as guests of the fair association. In the evening they were guests of the Associated Retailers of Sioux City at the Country Club at a chicken dinner.

A business session was held Friday morning, Sept. 21, when President Carey declared that "news columns of a newspaper should offer the news unadulterated and unprejudiced to the paper's subscribers and should not be used to force business in the form of job work or advertising space, personal or business grudges."

"A newspaper's editorial policy should be to given from an unprejudiced and impersonal viewpoint the news of the day," he concluded.

The convention committee on resolutions was comprised of Mr. Barry, of Cherokee, Mrs. Weekes and Eugene Rhine of Gayville, S. D. The nomination committee was composed of J. P. O'Furey of Hartington, Neb., as chairman; E. S. Danforth of Vermillion, S. D., and George F. Kane of Anthon, Ia.

Friday noon the editors were guests at a luncheon given at the hotel by the Tribune and the Journal. That afternoon they again visited the fair and at 6:30 o'clock in the evening were guests of the Chamber of Commerce at a barbecue held at the fair grounds.

Saturday morning officers were elected and reports from committees were heard. Among the resolutions adopted were expressions of sympathy in the death of President Harding, opposition to changes in the present zone system as affecting the rates of postage on second class publications, and favoring the employment of a Washington representative by the National Editorial Association.

A telegram of greetings was sent by the association to J. H. Wolf, 82 years old, publisher of the Primghar (Ia.) Bell, who was unable to attend the convention because of an accident he recently suffered. Mr. Wolf is the oldest active newspaper publisher in Iowa.

A committee on legislation was appointed for the purpose of studying and making comparative statistics upon the laws of Iowa, Nebraska and South Dakota relating to the general field of newspaper publication. This committee is composed of D. C. Van Dusen of Blair, Neb., chairman; Justin Barry and John of Cherokee, Ia., and John Kane of Tripp, S. D.

Expressions of sympathy were also extended to the survivors of J. J. McDermott, publisher of the Manilla (Ia.) Times, who died Wednesday, and of appreciation of the life work of Mrs. Richard Closson, a member of the association.

Saturday noon the association members were guests at a luncheon and boxing show given by the Sioux City Advertising Club.

Those in charge of the entertainment of the editors in Sioux City were Everett G. Tripp, managing editor of the Tribune; B. J. Abrahams, United Advertising Agency; V. C. Bonesteel and John D. Adams, representing the Chamber of Commerce; and Willis Forbes, day city editor of the Journal.

AUTOS WELL ADVERTISED

Motor and Accessory Manufacturers' Association in Boston Convention

Little discussion took place regarding the practical mechanics of advertising at the annual convention of the Motor and Accessory Manufacturers Association convention just concluded in Boston.

Speakers expressed the opinion that the automobile industry was at present competently advertised, and stressed the advisability of publicity looking towards improved traffic conditions, which would make wider use of motor cars possible, such as widening the city streets and establishment of more parking places.

Harry Tipper, business manager of the Class Journal Company, spoke on the need for advertising effort to put over national automobile shows. Ezra W. Clark, chairman of the advertising council of the association, advertising manager of the Clark Equipment Company, Buchanan, Mich., acted as chairman of the advertising session of the convention.

Would Ban Billboard Goods

Recommendation that the Maine Federation of Women's Clubs continue its opposition to "unsightly, obnoxious billboards," was made by the president, Mrs. J. H. Huddilston, at its annual convention at Bar Harbor on Sept. 19. "If it is impossible to regulate them by legislation," she added, "we can surely touch them in another way—by refusing to purchase articles advertised thereon. Were all of us to unite on this plan, it would be a short fight and a merry one."

THE WINNER

WHAT WON THE PRIZE FOR SCHEXNAYDER?

Houston Clothing Man Won National Contest With Newspaper Copy, Qualities of Which Are Analyzed

By S. DEANE WASSON
(*Staff Correspondent* EDITOR & PUBLISHER)

At the national convention of retail clothiers, held at the Municipal Pier, in Chicago, Sept. 24-29, Houston was represented in a unique manner. In the booth of Alfred Decker & Cohn, Chicago, makers of "Society Brand" clothing for men, was displayed a Houston newspaper advertisement that won first place, and a prize of $250 cash, in competition with copy submitted by advertising experts throughout the United States and Canada. N. O. Schexnayder, advertising director with Sakowitz Brothers, Houston, received a wire Sept. 22 telling him of his victory.

Mr. Schexnayder won in the first group with a five column full display. Being an enthusiastic member of the Advertising Association of Houston, he planned his ad along the lines of analysis put forth in the educational program of the club. The chart for this analysis is divided as follows: Conception, attention value, color harmony, drawing, type appeal, copy appeal, mechanical process, mechanical details, legibility, proportions, sales value, quality, application.

With this chart let us check up the advertisement as it is here reproduced.

Conception—Of course the contest was the factor that prompted Mr. Schexnayder to lay out the ad, but he has been laying out ads for Sakowitz Brothers for ten years, so his conception of the best way to present Society Brand Clothes was perfectly sincere, and his sincerity is evidenced by his plans to run the copy in local newspapers the coming week.

The special reason for this ad is the seasonal opportunity to sell men's clothing. It is necessary to push these lines at the beginning of Fall, when it is time to put the Palm Beaches in moth balls.

Attention Value—The layout, type arrangements and illustrations are combined to bring forth attention value, to make it stand out in the newspaper as a message worth the reading.

Color Harmony—Mr. Schexnayder may have fudged a little by pasting in a colored illustration at the top, but there is no doubt that this illustration would be nearly as effective in black and white.

Drawing—Each of the three pictures depict the latest Fall models that are being offered by the store.

Type Appeal—The T-square effect of the type leads the reader to the action zone and signature in a unique manner.

Copy Appeal—The copy appeal drives home the thought of the ad. "Master clothes designers," "Styles are interesting and varied," "We invite you to see the New Fall Models," "Whatever your choice, you'll find it in Society Brand master tailoring," are some of the phrases that drive home the big idea.

Mechanical Details—The ad is sure to reproduce cleanly. There is enough of it to take the ink, and yet a balanced white space to keep the color harmony on newsprint.

Legibility—Every line of it can be read without effort. Mr. Schexnayder is having it electrotyped for the newspapers.

Proportions—It is well balanced. The two merchandising talks at the side of the top cut set off the illustration. There are two short lines, one with the word "clothes" and the other with the word "coat" that interfere some with the balance. The two lower illustrations are harmonious.

Sales Value—The ad invites an inspection or demonstration of the goods by inspection or through the booklet offered. It should appeal to the man who is ready for his Fall suit, or the one who wants to think it over a few days.

Quality—The layout shows a dignity in keeping with the best merchandising practices. It talks plainly about the goods offered, including the prices.

NEW ENGLAND PLANS A NATION WIDE ADVERTISING CAMPAIGN

Publicity Committee of Six Governors Proposed at Portland Convention—Hartford Wins Next Convention—Want London—1924 Steamer to Stop at Boston

By Telegraph to EDITOR & PUBLISHER

PORTLAND, Me., Sept. 26.—New England will be advertised in a nation-wide campaign, if plans proposed at the fourth annual convention of the New England Association of Advertising Clubs, held here for three days starting Sunday, are carried out as approved by the members and ratified by the executive committee.

The idea was proposed by E. J. Cooney, president of the Lowell, Mass., Advertising Club, who said it was a "crime" for Florida and California to be so widely advertised through the country because of their circularizing and advertising campaigns, while New England did so little to set forth the claims of its States as recreational or industrial section. He proposed that a publicity committee be appointed by the Governors of the six States.

Hartford was proclaimed the convention city of 1924, the announcement of the victory over Lowell, in a close contest being received with cheers and spirited rendition of the ad club sons when it was made at the closing banquet Tuesday night.

Equal enthusiasm greeted the announcement of Charles T. Nelson, chairman of the awards committee, that the town criers of Providence were winners of the two attendance trophies—a loving cup for the largest percentage of attendance at the convention, and a mammoth silver punch bowl for early registration. The latter was the gift of the Portland Ad Club.

The speakers at the banquet included: E. St. Elmo Lewis, New York; Dr. S. Turner Foster, New Haven; Louis E. Holland, Kansas City, president of the Advertising Clubs of the World, and Rev. Dr. Christian Reisner, Brooklyn.

Entertainment of a high order was provided by the Portland Club, of which Harold F. O'Keefe is president. Hoaxes and stunts were combined with speeches of an inspiring nature.

Announcement was made that the executive committee had adopted a resolution requesting the "On-to-Britain" Committee to have the special steamer stop at Boston as well as New York. It was said about 400 from New England will attend the world convention in London.

A resolution was adopted commending the Bok advertising awards to the attention of New England advertising men.

Mr. Lewis, introduced as one of the foremost advertising experts of the country, spoke on "Selling New England."

"Possibly the main thing to be achieved in selling New England," he said, "was to sell it the idea that it wanted to be sold."

He said it remained for New England itself to see whether it adopted some of the systems which were helping Western cities to do tremendous things in the way of advertising.

There were four things, he said, that advertising and selling needed, and possibly New England needed, too. These were: inspiration, vision, a battle, and victory. Inspiration to utilize New England's tremendous natural resources and build great cities and great States; a vision of how it might be accomplished; a battle against old fogyism and standpattism, and the glow of victory that is the fruit of service to human society.

Carl Hunt, manager of the Associated Advertising Clubs of the World, a guest of the convention, emphasized likewise the thought of service, saying it should be the keynote of the life of every individual and every business.

Flaws in the curent methods of retail advertising were pointed out by Frank A. Black, of Filene's, Boston. He said the policy wobbled too much, that there were not enough ideas in retail advertising, that it was too aggressive and too much attention was paid to price, and there was too much artificiality in advertising had been too little used by the church. The advertising man should see to it that the church advertises, he said. He should join it, go to work in its activities, study it, and put it into the thought of the people.

The convention had an attendance of about 500, one-third of whom were women, either members of women's advertising clubs or women accompanying the members of the men's organizations.

Announcement that the London convention of the Associated Advertising Clubs of the World would be held July 14, 1924, was made at the Monday luncheon for men by Cyrus Kauffman, New England chairman of the On-to-Britain Committee of the World Clubs, who said a cablegram giving the date had just been received by Lou E. Holland, of Kansas City, president of the world association, who was one of the guests of the convention here.

President Holland, while outlining the more important activities of the world association, declared there was no greater menace to prosperity than the fraudulent advertisement and the high pressure stock salesman. This organization was helping to do away with them, he said, with its vigilance department, and the aid of 42 Better Business Bureaus established throughout the country.

He told how the Vigilance Committee had rounded up the offenders in the Texas oil scandal, causing 106 men to be indicted 17 of whom, including Dr. Cook of North Pole fame, had been tried and convicted.

The advertising man or woman, he said, was one of the most important individuals in any organization because he represented the point of contact with the public, and if anything was wrong with a product he was the first to discover it and give the concern an opportunity to correct it.

Mr. Holland paid a tribute to Cyrus H. K. Curtis, the Philadelphia publisher, a native of this city, who also was a guest of the convention with members of his staff. The speaker said that the standard of the Curtis publications had been an inspiration to every man and woman in the advertising business.

"Advertising builds industries and cities and because of its great power it should adhere to ideals of truth," Holland declared. "The advertising club is different from any other club of which I know. We are dealing with distribution, the biggest problem in America."

He told of the work being done by the Speakers' Bureau, which will send out 10,000 speakers the coming year. He referred to the Neosho plan of co-operation between the farmer and advertising clubs, which has worked with such success in Missouri that 37 clubs already have been started along these lines.

Mr. Curtis was warmly applauded when he arose to speak. "The most important thing in advertising is to attract attention," he said. "The greatest task is to get a copywriter who will put himself in the attitude of the prospective customer. It is that indefinite something that breathes sincerity and has the true touch."

One of the best advertisements Portland ever had, he said, was the Kotzschmar memorial organ which he gave the city. He heard of it wherever he went, from Maine to California.

Chester I. Campbell, president of the Pilgrim Publicity Association of Boston, responding as chairman of the association to addresses of welcome, said he did not believe New England had lost prestige, but believed it should be awake to its opportunity.

"The advertising and publicity men of New England," he said, "are optimists; if they had not been, their industries would have gone to the South and West, which have been making bids for them."

As a sign that New England was aroused and building up its industries, he said that in the last issue of the Ladies' Home Journal more advertising space was taken by New England manufacturers than by those of any other section.

"The advertising men are the life of commerce and industry, and the success of modern business is largely dependent upon proper advertising," was the substance of a telegram from Governor Baxter of Maine, who was unable to be present.

At the New England Advertising Meeting—Left to right: Louis E. Holland, Kansas City, president of the Associated Advertising Clubs of the World; Harold O'Keefe, president of the Portland Ad Club; Cyrus H. K. Curtis, publisher, and Chester I. Campbell, Boston, chairman of the New England Association of Advertising Clubs.

Mayor Carroll S. Skillin, in welcoming the visitors, said it was just such gatherings as these that promoted individual comradeship, eradicated sectionalism, and were productive of infinite good, not only to the American nation but throughout the world.

J. W. Barber, of Boston, dean of New England advertising men, was given a rousing hand at the men's luncheon Monday. He has been 56 years in the business and has just observed his 75th birthday anniversary.

"When a man gets to that point where his only qualification is that he is 75 years old," he said, "he is in a bad way; I may look it, but I don't feel it and——"

His words were cut short by an improvised song from his friends of the Pilgrim Publicity Association, running:

"Old man Barber isn't as young as he used to be
"Seventy-five years ago—."

While the men were having their luncheon Monday, the women were tendered a luncheon by the women's division of the Portland Ad Club. Nearly 150 were present.

The work of the Better Business Commission of Boston was described at one of the sessions by Edward L. Greene, its manager. "The Better Business Bureau is not a reformer," he said, "or a detective; it is a referee in business matters relating to buying and selling.

"Through our investigators we find out what is bad in any line of business and call the attention of its management to it. Out of 7,500 cases we have been obliged to take further action in less than 1 per cent. In these rare cases they have been brought before the District Attorney, and where sufficient evidence has been presented, indictments have been obtained."

Mr. Greene criticised the improper use of trade terms and the use of comparative prices. The latter, he said, was subject to great abuse and there was a growing movement towards their elimination.

President Harold F. Keefe, of the Portland Ad Club, in extending a welcome to the members, said that "about a year ago we made up our minds that we wanted you, and it is a great pleasure to welcome you.

"Portland has been advertised by word of mouth, as well as by paid advertising, and it is a great pleasure to welcome such a live-wire organization as yours. This convention means a great deal to our organization."

John Howie Wright, of New York, editor and publisher of Postage, kept his hearers in a roar of laughter. He dealt entirely with direct-mail advertising, saying that anything that can be sold can be sold by mail. Then he canvassed some of the faults of direct-mail advertising.

At a special Sunday service in City Hall, where the convention was held, Rev. Dr. Henry Stiles Bradley, pastor of the First Parish Church, gave an address on "Nature, the Original Advertiser." This was preceded by a concert on the Kotzschmar Memorial Organ, given the city of Portland by Cyrus Curtis.

HOUSTON KEEN FOR LONDON

Publisher of "Our World" Addresses Ad Specialty Association

The Advertising Specialty Association division of the Associated Advertising Clubs of the World held its 20th annual convention in the Hotel Sherman, Chicago, Sept. 24-27.

Herbert S. Houston, editor and publisher of Our World, spoke on "The London Convention in 1924." He declared himself enthusiastically in favor of it, asserting that America and Europe should be more closely related, and that the advertising men who come back from the big convention probably will encourage this closer relationship, and help in the educational movement necessary for its accomplishment.

Mason Warner, vice-president of the Snitzler-Warner Co., spoke on "Advertising Agencies and the Advertising Specialty Manufacturers." Trade exhibits were op[illegible] from 9 A. M. until 1 P. M.

TWO HUNDRED COLLEGES NOW OFFER COURSES IN JOURNALISM

More Than Five Thousand Aspiring Editors, Publishers and Reporters Enter Higher Institutions This Year—List and Grade of Schools

By LAWRENCE W. MURPHY

EDITORIAL NOTE—Mr. Murphy is director of the Course in Journalism of the University of North Dakota at Grand Forks and is in close touch with the progress of journalistic educational work.

THE opening of schools of journalism in all parts of the United States this month focuses attention on a system of preparation for the profession of journalism that has won the co-operation of newspaper men in every city which boasts the publication of a good weekly or daily paper.

Five thousand students, pausing at the beginning of the new school year, have asked themselves, and others, where they should go to study journalism, and are answering the question in a multitude of ways by choosing among the 200 colleges and universities which are advertising studies bearing the name "Journalism."

Not all of these schools offer a full course such as is given in preparation for law or medicine. Many of them are in the process of development where they are able to give only the equivalent of a half-year's instruction in journalism subjects out of the four years which are required for graduation from the colleges and universities. Others, again, are offering only one or two subjects such as "newswriting" and "magazine writing," which serve merely as an introduction to journalism and do not fit the student to enter a newspaper or magazine office with a professional knowledge of his work.

A complete system of professional study is offered by those institutions which give a degree course in journalism, that is, permit the students to specialize in journalism as students are permitted to specialize in law and medicine. These institutions are organized in three ways; as schools of journalism, courses in journalism, and departments of journalism. The school imposes two years of professional study, exclusively under the direction of journalism teachers, upon students who have completed the second year of college work; the course in journalism scatters the journalism instruction through all four years or the last three years of the college course, prescribing practically the same amount of work as the school; the department usually scatters its journalism subjects through the last three years in college and requires a little less work in professional studies than the school or course. These three divisions permit sufficient specialization and direction of studies to constitute professional courses and are regarded as meeting present requirements in form of organization. Considerable difference exists among the various institutions, however, as to the character of their instruction and the value of their equipment. Approximately 40 schools are organized in one of the three ways mentioned and may be regarded as meeting the minimum requirements for a professional course in journalism.

Another group of schools which is building up its standards in journalism is that in which the student is permitted to take approximately one-eighth of the work of the four years in journalism subjects. In these schools the journalism work is recognized as the equivalent of a minor, or secondary subject of specialization. The student taking a minor in journalism takes approximately one-half as much work in that field as one who is permitted to major in journalism, or who is graduated from a school or course in journalism. In some of the institutions offering a minor it is possible for students to approximate the work of a major by taking several subjects in excess of those prescribed for the minor. As a rule, however, these schools are not as well equipped or as well provided with instructors as the schools which have the distinct forms of organization. It is significant, too, that these schools are practically all seeking to have their work organized as a school, course, or department, which would seem to indicate that the "minor" is not altogether satisfactory in the eyes of instructors in charge of the journalism work.

The largest group of schools is that which makes little provision for specialization in journalism subjects. In this group is a number of schools which offers a large enough number of courses for a minor but has no organization of the courses in the sense that they must be taken in a given order to form a unified whole, as reporting should be studied before editing and editorial writing. In these schools students may elect any of the four subjects offered, generally in the order desired.

The group of colleges and universities offering from one to three subjects classified as journalism includes more than 100 institutions. These courses serve more as an introduction to journalism than as a system of professional instruction. Such courses as "journalistic writing," "editorial writing," "advertising and salesmanship" might be found in one school; "agricultural journalism" and the "writing of agricultural bulletins" in another; "journalism" and "advanced journalism" in a third, and "contemporary journalism" in a fourth. These subjects are open to the college student as he finishes the prescribed work of his freshman years.

With such a wide variation in the types of institutions and the amount and character of the instruction offered, it is of importance to the aspirant to the work of the newspaper man to consider carefully the institution which he will attend. He may elect a school offering two full years of instruction in journalism, a school offering about as much journalism as he had American history or English in his last year in high school, or an institution offering an amount of journalism varying between the two extremes named.

No official classification of journalism schools has been made at the present time, so it is not proper to state what the best type of school may be. There are three points, however, that seem significant. One of them is that there is a very noticeable tendency among those faculty members who have been newspaper men to develop the type of instruction that permits at least a full year's work in journalism subjects and to organize this division as a course or school; the second is that newspaper men are turning to the schools and courses for their new men rather than to the institutions with a limited number of subjects; the third point is that the deans and directors of the schools, courses, and departments insist upon one of those forms of organization, and upon an amount of work in journalism that such organization involves as a requirement for recognition as a professional course in preparation for journalism.

Minimum Requirements Listed

The American Association of Schools and Departments of Journalism prescribes for membership: one of these three forms of organization; the employment of at least two full-time instructors in journalism; all laboratory work under the direction of instructors in journalism; a minimum of five prescribed courses and favorable consideration of schools with a larger number; and other requirements tended to standardize the schools and to make them conform to regulations which place a heavy emphasis on the journalism subjects and supervision of all the other subjects by a director with newspaper experience.

Courses in reporting, editing, feature writing, editorial writing, advertising, history and principles of journalism are regarded as the basic journalism subjects by the association. The schools and courses do not limit themselves to this prescribed minimum, however. The range in subject matter in the journalism field may be seen in the following list, which is taken from catalogs of various institutions:

Reporting, advanced reporting, psychology of news values, psychology of feature writing, psychology of advertising, editing, copy reading, editorial writing, critical writing, principles and ethics of journalism, history of journalism, contemporary journalism, newspaper illustration, commercial art, photographic illustration, country journalism, teaching of journalism, typography, linotype operation, the community newspaper, trade journalism, seminar in journalism, research in journalism, agricultural journalism, publicity work, writing and editing of farm bulletins, agricultural advertising, short story, principles and ethics of advertising, advertising promotion, display advertising, advertising campaigns, advertising service, advertising surveys, circulation promotion, newspaper management, magazine writing.

Courses in economics, history, political science, sociology, psychology, language, literature, English, science, philosophy and law are among those which claim the attention of the student during a part of the time in college.

Four years of college or university work, divided between professional and general studies, are required for graduation in journalism from the schools recognized by the association. The degrees offered in journalism include Bachelor of Arts in Journalism, Bachelor of Science in Journalism, Bachelor of Journalism, Bachelor of Letters in Journalism, Master of Arts in Journalism, Master of Science in Journalism, Doctor of Philosophy in Journalism, and various honorary degrees.

The general requirements for these degrees are not widely separated. The emphasis on various academic subjects is not heavy enough to interfere with a wide choice of studies, but rather is confined to several courses in three or four required subjects, including those from which the degrees originally got their names. Approximately 3,000 students have received degrees in journalism up to the present time. The number of students who have dipped into journalism during their college courses and have taken one or more subjects in that field numbers above 30,000.

BACK TO BERLIN

Karl H. Von Wiegand, after a vacation in the United States, returns to interpret German news for the Hearst papers and the Universal News Service, accompanied by Mrs. Von Wiegand.

Women are admitted to all journalism schools on the same basis as men, except in such institutions as confine their entire student body to men. One woman's college, Baylor Women's College, Texas, has established a complete course in journalism for women leading to the degree Bachelor of Journalism.

The division of the schools into four groups in the following lists should not be interpreted as an attempt to classify them. It is done as a matter of convenience to the reader to indicate at a glance the amount of work in journalism and form of organization under which it is administered in the various institutions. A committee on classification is at work at the present time, but no rating of the schools has been reported.

Undergraduate Major Group

(This group includes institutions with a minimum requirement for graduation in journalism of 24 credits in journalism subjects. The maximum included is represented by the school of journalism which requires 60 credits out of 120 under journalism instructors. In this group are the school, course, and department forms of organization.)

Baylor College for Women, Boston University, University of Colorado, Columbia University, De Paul University, Drake University, University of Georgia, University of Illinois, University of Indiana, University of Iowa, Iowa State College, University of Kansas, Kansas State Agricultural College, University of Kentucky, Louisiana State University, Marquette University, Mercer University, University of Missouri, University of Michigan, University of Montana, University of Nebraska, New York University, Notre Dame University, University of North Dakota, Northwestern University, Ohio State University, University of Oklahoma, University of Oregon, University of Southern California, Stanford University, Syracuse University, Toledo University, University of Texas, University of Washington, University of Wisconsin.

Undergraduate Minor Group

(This group includes those schools which do not have a separate and distinct organization of the kind listed above, but which offer certificates for completion of a series of studies intended as preparation for journalism, or have a minor which requires for graduation at least 16 credits in journalism subjects. Some of these schools will expand the work in journalism during the present year.)

Beloit College, Baylor University, University of Minnesota, Nebraska Wesleyan University, University of Nevada, University of North Carolina, University of South Carolina, University of South Dakota, Southern Methodist University, University of Utah, Washburn College, University of West Virginia.

Four Subjects Group

(This group includes some schools that will be authorized to grant a minor in journalism during the present year and some which have a minor at the present time which requires less than 16 credits in journalism subjects. A few of the schools have not announced any plans for changes in the work.)

Cornell University, Dartmouth College, Goucher College, Hamline University, Lawrence College, University of Arkansas, University of Nevada, Oregon State College, South Dakota State College, Vassar College, William and Mary College, Washington State College.

One to Three Subjects Group

(A few of these schools are planning expansion of the journalism work. For the most part, however, these institutions will confine themselves to about the same amount of work in the future as that which is now offered. Some of them will discontinue their work in journalism in the junior and senior years and advise students who wish to study journalism to go to the institutions which place more emphasis on the professional course of study.)

Municipal University of Akron, Alabama Polytechnic Institute, American Institute of Journalism, Albion College, Alfred University, University of Arizona, Baldwin Wallace College, Bluffton College, Boston College, Bradley Polytechnic Institute, Brigham Young College, Bucknell University, Buena Vista College, University of California, Carleton College, Carnegie Institute, Catholic University of America, University of Chicago, Christian Brothers College, Central Wesleyan College, Coe College, Colby College, Colgate University, Colorado State College, Colorado College, Connecticut Agricultural College, Cornell College, Creighton University, Culver Stockton College, Cumberland University, Dakota Wesleyan University, Defiance College, Denison University, University of Denver, Doane College, Elmira College, Elon College, College of St. Elizabeth, Emmanuel Lutheran College, Emporia College, Emory and Henry College, Emory University, Fairmount College, University of Florida, Fordham University, Fisk University, Friends University, Georgetown University, Georgetown College, George Washington University, Georgia Wesleyan College for Women, Grenada College, Grinnell College, Hamilton College, Hamline University, Hendrix College, Hollins College, Home Correspondence School, Hood College, Harvard University, University of Idaho, Illinois Woman's College, Iowa Wesleyan College, William Jewell College, Johns Hopkins University, Kalamazoo College, Kansas Wesleyan University, Kenyon College, Knox College, St. Lawrence University, Lehigh University, Lindenwood College, Lafayette College, Lombard College, Macalester College, University of Maine, Massachusetts Agricultural College, McKendree College, Meredith College, Miami University, Michigan Agricultural College, Mills College, Mississippi Agricultural College, Monmouth College, Montana Wesleyan College, Morningside College, Mount Holyoke College, Mount Union College, Muhlenberg College, New Hampshire College, New Mexico State College, College of the City of New York, North Carolina State College, Ohio Wesleyan University, Ottawa University, Otterbein College, Pacific University, Park College, Parsons College, Peabody Teachers College, Penn College, Penn State College, University of Pennsylvania, Phillips University, Pomona College, College of Puget Sound, Presbyterian College of South Carolina, Purdue University, University of Redlands, Rhode Island State College, Ripon College, Ruskin College, Rutgers College, St. Mary's College, St. Xavier College, Simpson College, University of South Carolina, South Carolina State College, Southwestern College, Straight College, Swarthmore College, Tabor College, Temple University, Tennessee College, Texas College of Industrial Arts, Thiel College, Trinity College, Utah State Agricultural College, Union College, Valparaiso University, Vanderbilt University, University of Vermont, Villanova College, Virginia Polytechnic Institute, University of Virginia, Washington and Jefferson College, Washington and Lee University, Western Reserve University, West Virginia Wesleyan College, Wheaton College, Whitman College, Willamette University, University of Wyoming.

Intertype Story by Radio

The Intertype Corporation plans to tell its story to hundreds of thousands by means of radio broadcasting. H. G. Willnus, secretary of the corporation, will speak from Station WEAF, American Telephone and Telegraph Company, New York, Oct. 1, on "Typesetting Machines." The corporation is offering a prize to the person reporting reception from the greatest air-line distance from New York. Those who report reception should mention the exact time when Mr. Willnus finishes speaking and mail the report before Oct. 2 to the broadcasting studio or to the Intertype Corporation.

Oklahoma Paper Chartered

The Stillwater (Okla.) Advance-Democrat Publishing Company has been chartered at $10,000. The incorporators are M. F. Otey, Jess Hoke and Clara A. Otey.

CONGRESS OF BUSINESS HELD IN DAVENPORT

Ninth District Ad Club Convention Hears Discussion on the Relation of Farm Interests to Trade Progress

The Ninth District convention of the Associated Advertising Clubs of the World, which was made also a Mid-West Business Congress, closed at Davenport, Ia., after sessions of unusual interest and value.

Victor G. Martin, advertising manager of the Davenport Democrat and president of the Davenport Ad Club, was elected president. The 1924 session will be held in Washington, Ia. Joe Falk of Washington was elected first vice-president, Graham Stuart of Des Moines second vice-president, E. F. Voss of Davenport secretary and treasurer.

Members of the Iowa Daily Press Association attending the convention held an informal session the opening day and were guests at a luncheon given by the Davenport newspaper publishers.

Truth in advertising was emphasized, technical discussions were presented, and the relation of the farmer interests to business development was treated.

Homer Buckley, president of Buckley, Dement & Co., Chicago, told the ad men that "business is sensitive—it goes where it is invited and stays where it is treated well." Speaking directly of advertising, he said:

"I'm for newspaper advertising first, last and all the time, but the man who uses it to the exclusion of all other forms, I believe is making a mistake. When you want mass appeal, when you wish to sell to the great body of the public, the newspaper is the best medium. When you are appealing to a restricted and special class not large in number, the direct-by-mail system is to be preferred."

"Advertising in the future can do more to make America a saner, a safer and a more contented country than it has done in the past to develop America commercially and industrially," M. E. Traylor, president of the Illinois Bankers' Association and Chicago bank president, told the members. "Both your business and my business, banking and advertising, must stand on truth and integrity if they are to be successful; and if the advertiser urges the public to buy beyond its capacity to pay, he is failing in his duty and profession. But I don't believe he is doing this. The banker should warn the public against too great expansion when the business outlook presages a crisis, and the advertiser must be equally careful to warn against large inventories and buying beyond public needs."

Nine-tenths of the advertiser's problem is solved when he learns how to get the customer's point of view into his advertising, Carl Hunt, manager of the Associated Advertising Clubs, told the convention. "When some people ask who pays for advertising, they do not realize that it pays its own way and more. It makes selling faster. Quick turnover of goods means that the merchant or manufacturer can take a smaller profit on each sale, yet make more in the long run. The merchant who sells goods through advertising can buy quantities of stylish goods with the assurance that he can move them, for he knows that markets are in human minds and that, through advertising, these markets can be stimulated and created.

"People who ask the question 'Who pays for advertising?' would praise a manufacturer who installed a new machine that would turn out an article faster and thereby enable him to sell it cheaper. They would not ask who pays for the machine. They know that while the price of the goods eventually includes the machine, each article in the meantime costs less. It is the same with advertising. Such a machine reduces manufacturing costs. Advertising reduces selling expense in just such a manner."

Earle Pearson, educational director of the Associated Advertising Clubs, said: "Thank God, the business of advertising is passing out of the age of bunk, bluff and Barnum. Barnum used printer's ink lavishly and said that without it he never would have had any business bigger than his midget, Tom Thumb.

"Today we are getting our advertising down to a fact basis because advertising is dealing more and more with facts and less with bluff and guesswork. Barnum knew nothing about analysis and research, but Barnum was playing on the imagination of a credulous public. We are not.

"We need to study more out of books. The business of advertising is old enough to have established certain fundamental truths that books can teach us. We are growing out of the experimental stage when things were of necessity done on a hit-or-miss basis.

"The most important thing that the advertising club movement is doing today is to supply a gathering place for men of more or less common interest where they can swap experiences."

Andrew N. Fox, of the Chicago Council of Advertising, quoting John Wanamaker, merchant, said:

"I have tried all forms of advertising and find all except the newspaper to be vanity and vexation of spirit! One of the strongest arguments in favor of the newspaper is its proximity to the trade it is expected to reach. It therefore lends itself to intense cultivation and must be considered in a class by itself for this purpose.

"There are two times in business when men talk about cutting out their advertising. One is when business is poor, because they say they cannot afford it. The man who cuts out advertising because business is good voluntarily places a surtax on his income by denying himself the service of one of the most potent agencies known to modern business for promoting it, and the man who cuts out his advertising because business is poor is like the farmer who refuses to plant his fields because last year's crop was a failure."

The relation of agriculture to business was discussed by other speakers at the meeting. E. T. Meredith, publisher of Successful Farming and Secretary of Agriculture under President Wilson, said that the wave of unrest which swept Iowa, Wisconsin, Minnesota and other Middle Western States, does not mean that the farmer is a radical but that they are "sweating under a yoke of a high protective tariff which guarantees profits to the manufacturer while the price of agricultural products is not so stabilized." He continued:

"The farmer unrest, real and logical result of national and world conditions, has been fanned to flame by political demagogues and led the rest of the nation to believe that the farmer of Iowa and Minnesota is a radical. Such is not the case."

The same problem was touched upon by John C. Ketcham, Michigan Congressman. "Fake nostrums and radical legislation will not aid the farmer," he said. "Adequate and efficient production will do something to help. I do not mean that the farmer should go on a strike but I do mean that the American farmer should not be called upon to produce more than the market can absorb. Adequate production, well considered legislation, no fake prophets and no class discrimination are what our country needs today," he concluded.

Marion Tribune Suspended

The Marion Morning Tribune, owned by the group of Ohio publishers who bought President Harding's Marion Star, this week ceased publication, leaving the field to the Star. The latter's politics has been changed from Republican to independent.

Reunites Kin After 64 Years

The Salt Lake City Deseret News has just succeeded in reuniting a brother and sister who had not heard of each other for 64 years. They came from England, one going to Utah in pioneer days.

Follow the Department Stores

THE Des Moines department stores, every month and every year, publish the largest volume of copy and pay the most money to The Des Moines Capital. The Capital is the biggest evening newspaper in Des Moines.

DEPARTMENT STORE FIGURES FOR THE PAST EIGHT MONTHS:

CAPITAL	**(Evening Only)**	**1,342,012 lines**
2nd newspaper	**(Evening Only)**	**1,091,325 lines**
3rd newspaper	**(Evening Only)**	**245,306 lines**
4th newspaper	**(Morning Only)**	**46,897 lines**

Important Note: The Des Moines Capital competes with a publisher who advertises a morning and evening combination as a single newspaper with a single circulation. This confuses many national advertisers. The national advertiser who buys a morning and evening combination in Des Moines is overbuying the market.

THE DES MOINES CAPITAL

LAFAYETTE YOUNG, Publisher

Special Representatives: O'MARA & ORMSBEE, Inc.

NEW YORK — CHICAGO — SAN FRANCISCO

LITTLE ADVERTISING BY U. S. RAILROADS SURPRISES BRITISH EXPERT

Newspaper Space Brings Best Results, Says Teasdale, Ad Manager of London & Northeastern—He Is in Charge of All Forms of Publicity On Railway's Premises

By PHILIP SCHUYLER

ADVERTISEMENTS in the daily newspapers bring the best results, in the opinion of W. M. Teasdale, advertising manager of the London & Northeastern Railway, who is spending a month in this country on business. Teasdale in an interview commented on what he termed "the extraordinary waste of money" evinced in this country by the widespread use of white space for effectiveness in poster and billboard advertisements.

W. M. TEASDALE

The London & Northeastern, an amalgamation of six railway companies, serving easern England and Scotland, is the only railroad in England with an advertising manager in charge of every form of advertisement placed by the company or accepted for exhibition on the company's premises.

Teasdale explained advertising methods employed by British railroads, bringing out several unique campaigns, recently concluded.

"Advertising on behalf of the London & Northeastern," he said, "consists of newspapers, posters, and booklets.

"The newspaper advertising is placed direct by the company. The advertising department is treated by the publishers as an advertising agent, receiving the usual commission. Most of the newspaper advertisements are displayed letter press, double column, very little use being made of illustrations in the dailies, but photographs and drawings being used in the better class of weeklies and monthlies.

"Daily newspapers undoubtedly bring in the best traceable results, and the greater proportion of our large appropriation is spent in this way each year. We use the London newspapers with national circulation to the greatest extent. The provincial papers are used for the most part to advertise local facilities and excursions."

Teasdale declared he was surprised at the little advertising done by railroads of the United States, recalling remarkable results which could, he said, be directly traced to advertisements in the daily newspapers.

"During this summer," he said, "we conducted a double column 12-inch newspaper campaign, intended to emphasize the fact that the London & Northeastern has the shortest route between London and Scotland. This had most effective results.

"When the shooting season started, the greatest traffic congestion was in the terminals of our company, mainly Kings Cross station, London.

"We used very few words in the advertisements. In fact some of them contained no more than 'Kings Cross for Scotland.' We did not employ any footnotes or the name of the company, even."

Teasdale declared that posters were used by the railroad mainly to catch the eye, always being followed up by advertisements in the newspapers.

"A form of advertising we use a great deal," he went on, "and which is unlike anything I have yet seen in this country in connection with the railroads, is the poster on the company property.

"It is no idle boast to say that the London & Northeastern has led the way in the study of better poster art.

"Posters are looked upon primarily as of great educational value, and are followed up by using the newspapers, from which the results can be traced."

Asked if there was not considerable feeling in England against the wide use of posters and billboards, Teasdale admitted there was, but asserted that it did not apply to the railroads, where the posters were shown on their own property and "tended to brighten up the dullness." He continued:

"The posters in the railroad stations are of two uniform sizes, 15 by 40 inches, and 25 by 40 inches.

"It was felt that the newest thing in poster advertising art was to test its effectiveness not by frontage but by its carrying power. Our posters are so small that the treatment used by the artist plays a very important part. Therefore, the greatest use is being made of large masses of flat color."

Teasdale concluded by explaining how commercial advertisements of outside concerns were handled by the railroad company.

"Commercial advertisements for display in the stations are secured by our own solicitors, who have been properly organized to insure the most effective display and to keep the posters in condition.

"We have found that the advertisers like to deal direct with the company in this way.

"There are a great number of health resorts along our lines. I make it my object to co-operate with the various advertising committees of these resorts, helping them to the best results. We particularly emphasize control of the picture posters, which are given free exhibition on company property.

"Only one form of advertisement connected with the railroad is controlled by outside interests—that shown in the carriages—but we have managed to abolish the old style brilliantly colored show card and have substituted pencil drawings by first rate artists. We decided that these advertisements were more effective to the passengers, in that they told their messages slowly rather than irritating by their gaudiness."

Wholesale Druggist for President

Carl F. G. Meyer, president of the Meyer Brothers Drug Company, wholesale drugs, has been nominated for president of the Advertising Club of St. Louis for the election on October 9. Other members on a fusion ticket are: first vice-president, R. Fullerton Place, H. W. Kastor & Sons Advertising Company; second vice-president, Joseph Licklider, D'Arcy Advertising Company; third vice-president, J. L. Isaacs, Post-Dispatch; secretary, Milton Bernet, Southwestern Bell Telephone Company, and treasurer, Sam P. Judd, publicity director, Mercantile Trust Company. Senator Arthur Capper of Kansas will be the principal speaker at the annual dinner, which will be held at Hotel Statler on the evening of the election. Walter B. Weisenburger, assistant to the president and advertising manager of the National Bank of Commerce, is the retiring president.

15,138

was the average increase in the net paid daily circulation of The Baltimore Sun (Morning and Evening) for August, 1923, over August, 1922.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

PLEDGES RAIL SERVICE FOR AD CONVENTION

Teasdale Explains 1924 Entertainment Plans at Informal Luncheon of New York On-to-Britain Committee

How the London & Northeastern Railway plans to entertain American delegates to the 1924 convention of the Associated Advertising Clubs of the World was explained Sept. 24 by W. M. Teasdale, advertising manager of the railroad, who spoke at an informal luncheon of the On-to-Britain Committee of the New York Advertising Club.

Teasdale pointed out the invitation of the London & Northeastern was to give the convention as a body all facilities anywhere over the 7,000 miles of the road, but wished to correct the impression that free transportation would be afforded individuals.

"I am sorry to report that transportation facilities will be more restricted than we wish, since the convention is to be in July, the peak of the tourist season. London is very short of accommodations, too, around July 14, the date set for the convention, but you can rest assured this difficulty will be solved and all delegates will be well taken care of during their visit."

H. H. Charles, president of the New York Advertising Club, and a member of the committee, announced receipt of word from the Chamber of Commerce in Paris that it was planning a five-day convention for the Americans in the French capital to follow the London sessions. As soon as the exact date is learned, invitations will be issued. Paris business men and advertising agencies, backed by the Chicago Tribune, as well as the French Government, are cooperating on a program.

Tentative boat arrangements were reported to the committee by J. H. Neal of the Associated Business Newspapers, member of the On-to-Britain Transportation Committee.

He declared the United States Lines were launching a new ship, which would be ready for her maiden voyage early in June. The steamer officials, he said, had agreed to hold the new boat for the American advertising delegates. This vessel will be of 18,000 tons, capable of carrying 780 passengers. It will be a one class cabin steamer, obviating difficulties apt to arise should ships with different classes be used.

Those who attended the committee meeting included: H. G. Halstead, chairman; Withers Wolford, of the Bank of America; H. H. Charles; James C. Martin, of the Remington Typewriter Company; J. H. Neal; John Clyde Oswald, of American Printer; Chalmers Pancoast, of the Chicago Tribune; James Wright Brown, of EDITOR & PUBLISHER, and A. E. McKinnon, of the General Exposition Company.

And in Religious Advertising, Too.

THE ability of The Detroit News to reach every class and type in its field is amply illustrated by its latest achievement added to the many others attained during the last year. The Detroit News leads in local, national, automotive, classified, rotogravure and total advertising. In addition, it has attained a remarkable supremacy in religious advertising, publishing 105,056 lines since September, 1922, or more than twice that carried by its nearest competitor.

The lead of The Detroit News in this comparatively recent form of advertising aptly illustrates the appeal which The Detroit News has among the substantial classes—the type of people who guide the educational and moral welfare of the city. This is the type which represents the power of Detroit and which you must sell in this field—a power which can be most thoroughly reached through The Detroit News.

Greatest Circulation Daily and Sunday in Michigan.

The Detroit News

"Always in the Lead"

Buffalo the Wonder City of America

A Prosperous City of Real Homes

CONSIDER Buffalo as a city of homes. Almost all of its population of over a half million resides in single or two family dwellings. There are few apartment buildings or tenements. A large percentage of Buffalo's families own the homes in which they live.

This makes Buffalo an ideal market for advertisers. For the home owner is always a more worth-while prospect for merchandise and service. Buffalo's home owners are prosperous, progressive, contented.

Diversity of industry and business, equalled by only one other American city, gives Buffalo a steady prosperity, avoiding seasonal unemployment and occasional depression. Advertisers have found Buffalo to be the year round market.

The Buffalo Evening News blankets this desirable field. It is one of the best one-paper buys in the country, because its circulation is large enough to cover the rich Buffalo market thoroughly and effectively, at a rate relatively the lowest in its field.

A recent canvass of 31,942 Buffalo families showed that 26,494 read the Evening News. 83% coverage of English reading families at 21 cents per line. To use all the other papers necessary to reach the remaining 17% costs 46 cents a line. The Buffalo Evening News is ALL you need to cover Buffalo.

BUFFALO BRIEFS

Buffalo has 445 miles of smoothly paved streets; more smooth pavement than any city of its size in the world.

Buffalo's 1067 acres of parks are unrestricted public playgrounds.

There are 153 schools, 6 high schools—attended by 105,096 children; besides 2 colleges and the University of Buffalo.

Over 75,000 Buffalo homes are equipped with electricity; all users or potential users of electrical appliances.

Over 1½ million people visit Buffalo and Niagara Falls yearly.

The S. H. Knox Residence, Delaware Ave., Buffalo, N. Y.

114,403 Net Paid Circulation A. B. C.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

EDWARD H. BUTLER
Editor and Publisher

KELLY-SMITH COMPANY, National Representatives
Marbridge Bldg., New York, N. Y.
Lytton Bldg., Chicago, Ill.

WHITE IS CHOSEN CHIEF OF TEXAS CIRCULATORS

International President Florer Explains Objects of Association to Lone Star State Managers at Houston

The 10th annual meeting of the Texas Circulation Managers Association was held at the Rice Hotel in Houston, Sept. 17. President Walter Golden of the Galveston Tribune presided.

E. C. White, circulation manager of the Houston Chronicle, was elected president; A. V. Harris, circulation manager of the Dallas Times-Herald, was re-elected vice-president, and E. H. Godfrey, circulation manager of the Houston Evening Post, was chosen secretary.

Two new directors, T. J. Yerka of the Fort Worth Star-Telegram, and J. A. Mathews, circulation manager of the Houston Press, were elected to fill vacancies. The next meeting will be held in Dallas in October, 1924, and will be a two-day session.

Twenty members were present, representing newspapers with a total circulation of 500,000.

At the morning session addresses were made by M. E. Tracy, editorial writer, Houston Chronicle; W. L. Golden, Galveston Tribune, retiring president, and M. W. Florer, president of the International Circulation Managers Association, who is with the Dallas News.

Explaining the purposes of the association, Mr. Florer said:

"It may not be amiss for me to tell you that the history of the International Circulation Managers Association dates back to 1898, when a few of the leaders in circulation management held a get-together meeting in Detroit and formulated the National Association of Circulation Managers, and adopted as its motto, 'Mutual Enlightenment, Reciprocity and Co-operation.'

"From a small beginning the association has grown in numerical strength, until today its membership probably exceeds that of any other organization of newspaper workers (not unionized) in the world. Our association has not only grown numerically to that point where it tops other newspaper organizations, but it has grown in strength and usefulness to its membership even to a greater extent.

"The reason that it has flourished so well is the result of the practice of correct principles from its very foundation up to this good time. In co-operation as in unity, there is strength; in reciprocity, a principle of action and reaction there is strength; likewise in mutual enlightenment, that principle of giving and taking knowledge from each other, there is even greater strength. Such are the foundation stones of that organization we love so well, the I. C. M. A.

"It has been my good fortune to mix and mingle with the boys in national conventions, barring a few exceptions, for the past 20 years. Each year interest in our annual gatherings becomes more evident, and that growing interest is due in a major sense to the excellent programs treating comprehensively of practically every phase of newspaper production, service and promotion.

"No man ever achieved success out of the ordinary, in any undertaking, without the all important factors of physical energy and human brains. We must do our work intelligently, and put forth all our energy to bring it as close as possible to a point of perfection.

"It occurs to me that all of us should devote a generous part of our time to the study of economics, salesmanship and kindred subjects. This is suggested for the reason that circulation management is certainly subject to all business laws and usages. The more we know of these subjects the greater becomes our usefulness, and the sooner will we realize our ambition to be classed as real business men."

John Payne, business manager of the Houston Press, was the principal speaker at the luncheon tendered the delegates beginning at 12:30 noon. He explained "What the Business Manager Has a Right to Expect from the Circulation Manager." Other talks at the noon luncheon were made by A. E. Clarkson, business manager of the Houston Post; G. E. Kepple, vice-president of the Houston Dispatch; Brom Ridley of the Houston Post, and E. J. Newell, business manager of the Dallas Dispatch.

At the close of the afternoon business session, the visiting circulation managers were shown the city and the ship channel from the air. Four planes, in charge of R. W. Mackie, aviation editor of the Chronicle, were used.

Mr. Florer presided at the banquet Monday night. After-dinner speeches were made by R. B. Kinard, general circulation manager of the Houston Post; A. L. Perkins, editor of the Galveston Tribune; the new president, Mr. White, and Mr. Mathews.

Others who attended were:

Herbert Peters, Galveston News.
U. C. Sadler, San Antonio Express.
E. J. McNamara, Dallas Dispatch.
Thomas D. Arbuckle, Beaumont Enterprise.
Harry B. Stowe, Beaumont Enterprise.
E. H. Robertson, Houston Dispatch.
I. L. Burton, Houston Post.
L. Pierce, Houston Post.
T. E. Lee, Houston Chronicle.
H. E. Murphree, Houston Chronicle.
L. J. Hagood, Fort Worth Star Telegram.
A. L. Forbes, Houston Post.

200 DELEGATES TO LONDON

Plan of Advertising Council of Chicago Association of Commerce

The Advertising Council of the Chicago Association of Commerce is planning to take 200 delegates to London in 1924, according to an announcement made this week.

John H. Logeman has been appointed chairman of the "On-to-London" Committee, which is composed of the following members:

Homer J. Buckley, president, Buckley, Dement & Co.

Reuben H. Donnelley, president of the Reuben H. Donnelly Corporation.

Edward S. La Bart, vice-president, George Enos Throop, Inc.

C. A. Tupper, president, International Trade Press.

Herman Black, publisher, Chicago Evening American.

W. Frank McClure, vice-president of Albert Frank & Co., ex-officio.

Herbert S. Houston, publisher of Our World, spoke September 20 before the Council on "Shall Our Club Movement Make Good?"

Wiley Collects $40,465.60

Louis Wiley, chairman of the committee of the New York newspaper industry co-operating with the Red Cross for the Japan Relief Fund, reports $40,465.60 contributed up to September 25.

PAPER EXPORTS CLIMB IN CANADA TABLES

Twenty-five Per Cent Increase for August In Newsprint—Pulpwood Sale Almost Doubled In Quantity

The Canadian Pulp & Paper Association's analysis of Canadian trade figures for August shows that exports of newsprint amounted to 2,091,352 cwts. valued at $7,936,505, as compared with 1,680,472 cwts. valued at $5,933,825 in August, 1922. Total exports of paper had a value of $8,667,139, comparing with $6,554,326 a year ago. Of the total, $8,137,493 represented paper consigned to United States.

Exports of pulp in August amounted to 1,831,141 cwts. worth $4,628,130, as against 1,696,105 cwts. worth $4,066,947 in August, 1922. Of the pulp, a value of $3,491,773 went to United States.

For the first five months of the Dominion's fiscal year, running from April to August, exports of pulp and paper witnessed a large increase over the corresponding months of 1922. The total value for the five months of 1923 was $58,686,700, as against $45,897,590 for 1922. Newsprint exports increased from 7,694,841 cwts. valued at $27,257,382 to 9,353,157 cwts. valued at $35,303,043. Pulp exports increased from 6,606,317 cwts. worth $16,075,533 to 7,524,486 cwts. worth $20,008,461.

There has also been a noticeable increase in exports of pulpwood in the five months. For 1923 these amounted to 700,716 cords valued at $6,873,165, while in 1922 the total was 411,661 cords valued at $4,255,333.

MILLIS SELLS LETTER CO.

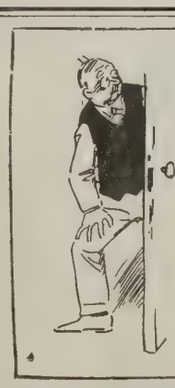
Indianapolis Agency Head Disposes of Mailing Business

The Thompson Letter Company, Indianapolis, has been sold by Fred Millis, president of the Millis Advertising Company, Indianapolis, to V. G. Pogue of Indianapolis. Possession of the plant and mailing and multigraphing business will be given Oct. 1. This business, started eight years ago, was bought by Millis from Charles V. Thompson last November. K. M. Mosiman, formerly of the Indianapolis News and at one time assistant classified manager of the Detroit News, who has been manager, will continue in that capacity.

"This move was made in order to divorce the Millis Advertising Company from connection with purveyors of advertising material, so that there could be no question about the dependable and conscientious service of the Millis Advertising Company to its fast growing list of clients," says Millis.

Detroit to Bar Outside Papers

Robert M. Toms, Chief Assistant Prosecutor of Detroit, has begun action seeking to bar absolutely the sale in the city of all daily papers of other cities which carry racing odds. The police are to be given instructions to visit newsstands and seize papers containing such material. Heretofore only racing forms and known betting sheets have been confiscated.



CLARENCE
by CRAWFORD YOUNG

The Hamilton Evening Journal, Hamilton, O., is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

There's a Reason—

The Washington (D. C.) Star—day after day, Evening and Sunday both—carries overwhelmingly more advertising of every class—local display, classified and foreign — than ALL THE OTHER PAPERS IN THE NATIONAL CAPITAL COMBINED.

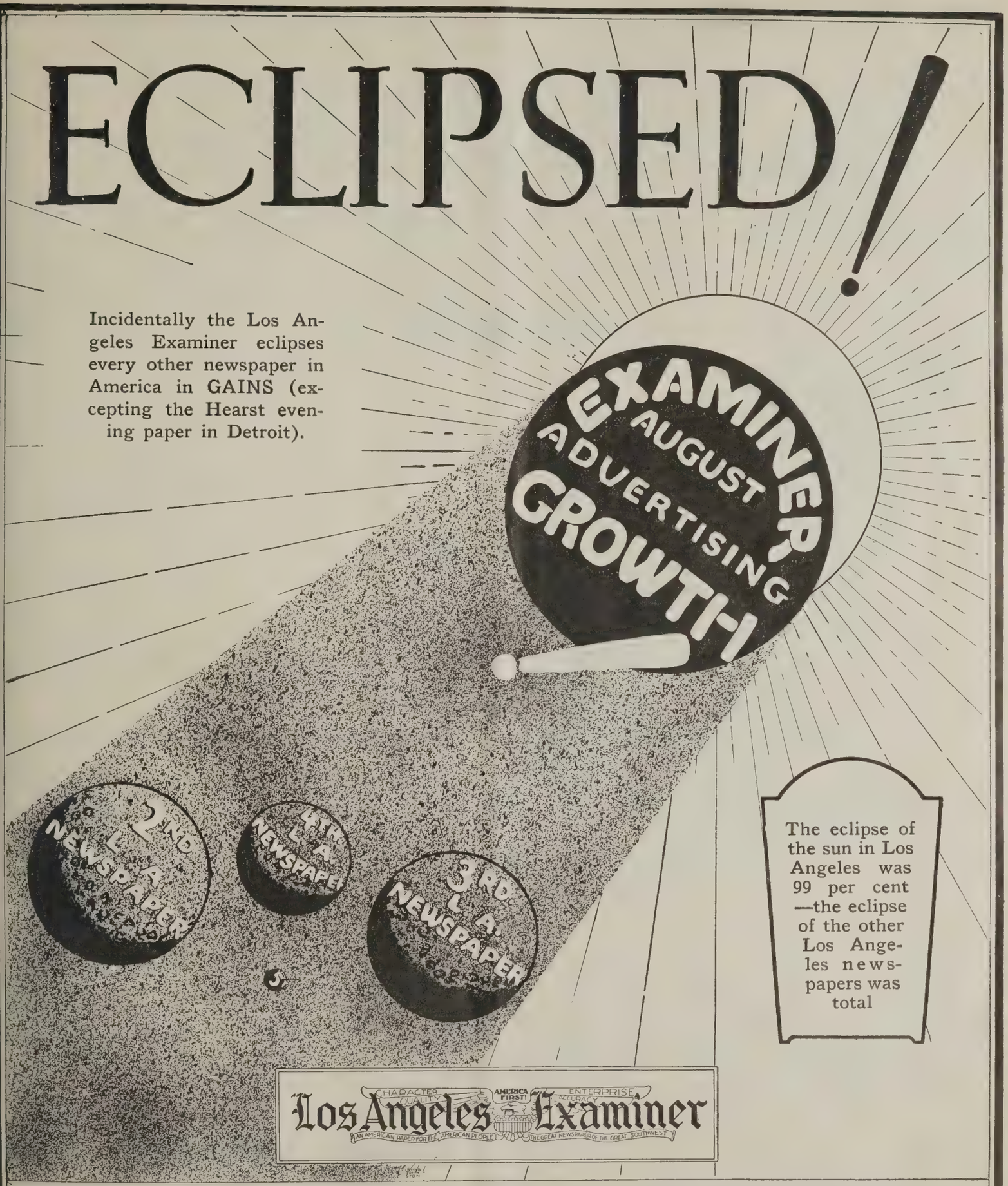
It's because—that with the Star advertisers know they are COMPLETELY COVERING THE ENTIRE FIELD.

The Evening Star
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.
Write us direct or through our

New York Office
Dan A. Carroll
110 East 42d Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building



Circulation daily 160,000; Sunday 350,000—largest west of Missouri River—reflecting the prosperity of Southern California—nearly double the circulation of any other newspaper in the Pacific Southwest.

Los Angeles' building permits $22,000,000 in August. School attendance 30,000 more than last year. Annual payroll exceeding a billion dollars.

REPRESENTATIVES: 571 Monadnock Building, San Francisco, Calif. Garfield 3858. 1819 Broadway, New York City, N. Y. Col. 8342. 915 Hearst Building, Chicago, Ill. Main 5000.

CIRCULATORS IN W. VA. FORM ASSOCIATION

Bailey of Huntington Herald-Dispatch, Elected First President—Next Meeting to Be at Parkersburg in May

The West Virginia Circulation Managers Association was organized at a convention held Sept. 17 at Parkersburg. A. I. Garrett, of the Fairmont West Virginian, was elected president to serve for six months. Other officers elected were: E. A. Bailey, Huntington Herald Dispatch, vice-president, and Miss Edna C. Hull, Parkersburg Sentinel, secretary and treasurer.

Four committees were formed as follows: membership—E. A. Bailey, chairman, C. S. Fry, Wheeling Intelligencer and News, and Edna C. Hull; constitution and by-laws—R. M. Caldwell, Clarksburg Exponent, chairman, M. Manley, Fairmont Times; program—C. S. Fry, chairman; entertainment—D. L. Henderson, Parkersburg News, and Miss Hull.

Parkersburg was chosen as the next meeting place, because it is centrally located. It was decided the convention would last two days and convene every six months. The next meeting will be in May, the first Monday and Tuesday nearest the 14th. Dues were fixed at $1 to join, and the same amount every six months.

During the first day of this convention, round table discussion centered about the following subjects: delivery of papers by interurban, results obtained by use of street car boxes, carriers' complaints, returns, exchanges and complimentaries.

Motion was made and carried that a copy of the minutes be sent EDITOR & PUBLISHER. Concluding the second day, Mr. Bailey gave a brief talk, explaining the merits of the multigraph. Mail room problems were thoroughly discussed, as well as paid in advance mail circulation, best ways to establish agents, insurance, premiums, and mail complaints.

COLLEGE TO TRAIN PRINTERS

Courses in New York Offered in Cooperation with Employers Assn.

Technical and business courses connected with the printing industries are included in the curriculum of the College of the City of New York this year. They are being offered in cooperation with the New York Employing Printers Association, and mark the start of a program for the replenishment of the ranks of skilled labor from the colleges of the country instead of from immigrants.

"This country is making a very tardy beginning in supplying the American trained skill needed to keep the nation's industries going," E. F. Eilert, president of the Employing Printers Association, declared. "The restricted number of apprentices allowed by the labor unions falls far short of making up for the mortality of skilled labor in the printing industry.

"I would be the last one to advocate doing away with the labor unions, however. I would not go back to the days when the individual workingman was at the mercy of the employer. The workmen have as just a right to bargain collectively for the best terms of contract they can get as any individual or corporation has. All I object to is the unjust cornering of labor and putting the country's industries at the mercy of unscrupulous schemers in the unions, who for their own selfish ends conspire to restrict production."

FIRST PULP HEARING OCT. 2

Initial Meeting of Dominion Embargo Commission in Halifax

The first public hearing of the Royal Commission appointed to investigate the pulpwood resources of Canada will be held in Halifax Oct. 2. This is the only date yet decided on by the commission, but hearings in other Maritime Province cities will follow.

At the Ottawa headquarters of the commission, it was stated that ample notice of sittings of the commission would be given, so that those desiring to make representations would have an opportunity for preparations. It is probable that hearings will be held from coast to coast.

Hoy with Hill & King

Frank S. Hoy, formerly of the Lewiston (Me.) Daily Sun, has been appointed sales manager, in charge of the New England territory, of Hill & King, Publishers Cooperative Circulation Company of Chicago. Herman Phillips, for some years assistant advertising manager on the Sun, becomes advertising manager, and Daniel Minster, who has been assistant circulation manager, becomes circulation manager.

Democratic Weekly in Spokane

The State Journal, a Democratic weekly, made its appearance in Spokane during August. Carl S. Evans, president of the Spokane Central Labor Council, is editor, Roy A. Smith advertising manager, and B. A. Knott circulation manager. Evans announces that the paper's field is the Fourth and Fifth Congressional Districts, where there is no other Democratic paper.

Denver Realtors Thank Shaffer

A resolution expressing appreciation of the purchase by John C. Shaffer, editor and owner of the Rocky Mountain News and Denver Times, of extensive downtown properties, running into several millions of dollars, was recently unanimously adopted by the Denver Real Estate Exchange.

Dayton (Ore.) Tribune Dies

The Dayton (Ore.) Tribune, 12 years old, suspended publication August 24.

CROWELL PLANS OPEN SHOP

Springfield Plant Offers Individual Contracts Effective Oct. 1

SPRINGFIELD, Ohio, Sept. 26.—Moves to place the local plant of the Crowell Publishing Company, publishers of the American Magazine, Woman's Home Companion, Farm & Fireside, and the Mentor, on an open shop basis Oct. 1 are now under way, it has been learned. The plant has been operating under contracts with the unions for some years.

First revelation that an attempt would be made to operate the plant on an open shop basis came when it was learned that the employes were being offered individual contracts effective Oct. 1, to supplant union agreements expiring at that time.

The company two months ago formally rejected the demands of the printers for $46 for day work and $49 for night work on a basis of a 44-hour week. The printers are now getting $40 for day work on a basis of a 48-hour week.

G. John Moran, head of the mechanical department of the plant, admitted today that the overtures have been made to the men as individuals, but beyond that would make no statement.

Union men said that while officially the matter had not been brought to their attention as a body they were aware of the proceedings but declared that a majority of the union men had rejected the individual contract. It was pointed out that while the agreement expires Oct. 1, the men would remain at work pending an agreement, which would be retroactive, unless the company flatly makes official announcement that it will operate on an open shop basis and that it will not deal with the unions.

Form Special Edition Company

The Southern Publicity Company, to promote special editions of daily and weekly papers, has been organized at Wilmington, N. C., by R. B. Mahaffey, formerly business and advertising manager of the Waycross (Ga.) Journal-Herald and general manager of the Wilmington Dispatch; James Cruikshank, since 1920 editor and owner of the Wilmington Dispatch, and Lafayette Deason, former advertising salesman on the Waycross Journal-Herald and Wilmington Dispatch.

$60,000 Bequest to Printers Home

(By Telegraph to EDITOR & PUBLISHER)

DENVER, Sept. 26.—The Union Printers Home at Colorado Springs has been made the beneficiary of a $60,000 estate through the will of James G. Woodward, four times Mayor of Atlanta, Ga. Woodward was a member of the union since early youth and served for many years on the board of the Printers Home. The bequest will be fought by Mrs. Renfroe, a daughter, on the ground that according to the Georgia laws, no more than one-third of any estate may be willed to charity. According to the will, nothing was left Mrs. Renfroe and only an annuity of $75 a month to Woodward's second wife.

Circulation Man Honored

David Robertson, Jr., for 28 years associated with the circulation department of the Brooklyn Eagle, was presented with a gold watch by fellow workers, and a traveling bag by H. D. Gunnison, publisher, when he recently left for California to engage in the garage business. Robertson, with his wife and daughter, started for the Coast in an automobile, going through Canada, and planning to reach Southern California by early December.

Morgan Buys Harper Property

J. P. Morgan has bought the property of Harper & Brothers in Franklin Square, New York City, paying $400,000. The purchase consists of a five- and six-story building and includes two five-story buildings at 79 and 83 Cliff street.

COLUMBIA DRY MATS

Superior Quality

RELIABLE ECONOMICAL UNIFORM

A Trial Will Convince
Write for Samples

COLUMBIA OVERSEAS CORPORATION
12 East 12th Street - - - - - New York, N. Y.
Telephone Stuyvesant 5909

A Chain Is No Stronger than Its Weakest Link

The largest newspaper presses are frequently brought to a complete standstill due to a softened or melted Roller. It takes time to remove the damaged Roller and replace with a perfect one. These delays are costly and aggravating where each minute should be one of maximum production. They could be eliminated through the use of Duplex Rollers. These Rollers will not melt from extreme heat or friction. They are cast for both forms and distributors, and will give equally good service on a hot, humid day as on a cool, dry day, saving the time often lost in changing Rollers. The production of your press depends on the durability of your Rollers.

Duplex Rollers are manufactured only at the five addresses below.

Bingham Brothers Company

Roller Makers (Founded 1849)

406 Pearl Street, New York
521 Cherry Street, Philadelphia
89 Mortimer Street, Rochester
131 Colvin Street, Baltimore

MACHINE CAST PRINTERS ROLLERS TRADE MARK ESTABLISHED 1849

Bingham & Runge Co., E. 12th St. & Power Ave., Cleveland, Ohio

BORDER: 10 Point Matrix Slide No. 1654

ALL OPERATED FROM THE SAME KEYBOARD

Three Main Magazines and a 34-Channel Auxiliary

THE SINGLE KEYBOARD MODEL 14

TRADE LINOTYPE MARK

One Keyboard

All three main magazines and the auxiliary are controlled by one power-driven keyboard. The operator does not have to move his hands from this single keyboard to get any character that runs in the machine. A touch on a control-knob instantly switches the keyboard action from 34 channels of the main magazine to auxiliary. At the same time the other 56 keys remain in operative connection with main magazines.

Power Driven

Composition from the auxiliary is as rapid as from the main magazines, since it is operated from the same power-driven keyboard and from the same keys and the same position to which every operator is accustomed.

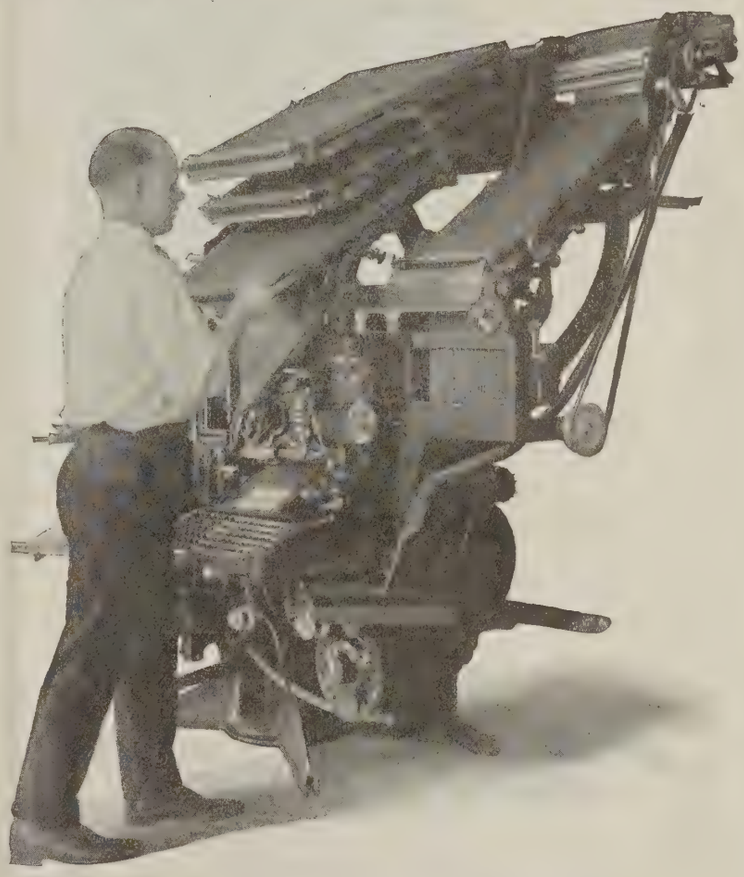
Wide Range

The extra wide 34-channel auxiliary magazine extends the range of the Model 14 from 5 point to full 24 point and larger medium condensed faces, thus making it the ideal Text-and-Display machine for the job office or newspaper. Straight matter in any two-letter face or display within the range of the machine may be composed from the auxiliary magazine with exactly the same speed and facility as from the main magazines. These auxiliary magazines will be supplied split or full length as desired.

All Magazines Changeable without Disturbing Auxiliary

The supporting framework of the auxiliary magazine is a fixed part of the machine. There is no swinging or other motion. A touch on a control-knob switches the keyboard action to the auxiliary.

It is always out of the way. Operative position-shifts of main magazines are made instantly at will without touching the auxiliary. The same is true of magazine changes. Magazines are taken off and put on in 15 seconds.



All magazine handling from front of machine—Split magazines in any or all three positions, as desired. Auxiliary magazine changes equally quick. Continuous composition from main magazine and auxiliary, all from the same keyboard.

MERGENTHALER LINOTYPE CO.

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

For Value of Names a
Know of a Newspaper

LOVE, MARRIAGE ANI

[c] Vanity Fair Studio

MARY ROBERTS RINEHART

Author of "The Breaking Point," "Tish," "Babs," "Dangerous Days," etc.

THE SERIES STARTS SUNDAY, NOV. 11
(or Saturday, Nov. 10, if you have no Sunday paper)
with

The Best Age for Marriage—19 or 29?

By MARY ROBERTS RINEHART

Consider the amazing career of Mary Roberts Rinehart, herself married at 19. From trained nurse to international fame and annual earnings from her writings of more than $300,000 a year! Mrs. Rinehart's own romance is woven into this release and the other two releases she has done for this great series.

Both as to writers and text this series will be maintained at "the Metropolitan standard of excellence"

A Weekly
Wri
Metropolitan

MARY ROBI
GERTRUD
MARY
MRS. GOUVE
FANNY
RUPER
ZON

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MAXIMILIAN E
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THE MODERN WOMAN

of Articles
the
paper Service

RINEHART
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UR MORRIS
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Writers
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Each Open Terri-
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PAPER SERVICE
eneral Manager
NEW YORK CITY

GERTRUDE ATHERTON
Author of "Black Oxen," "Ancestors," "The Aristocrats," "Julia France," etc.

THESE PAPERS HAVE ALREADY SUBSCRIBED

Atlanta Georgian,
Baltimore American,
Boston Advertiser,
Buffalo News,
Cincinnati Enquirer,
Cleveland Plain Dealer,
Detroit Times,
Fort Worth Record,
Indianapolis News,
Kansas City Star,
Los Angeles Examiner,
Milwaukee Telegram,
New York American,
Omaha Bee,
Pittsburgh Gazette Times,
Rochester Journal & American,
San Francisco Examiner,
Seattle Post Intelligencer
St. Louis Post Dispatch,
St. Paul News,
Syracuse Telegram,
Washington Times.

Each release will be about 2,000 words long, with adequate boxes, pictures of the writers, and interest-arousing biographical notes. Every writer is particularly fitted, by ability and experience, to write on his or her subject.

MELIA OF BUFFALO ELECTED PRESIDENT OF ADVERTISING AFFILIATION

Edward Hungerford at Rochester Convention Condemns Railroads for Failure to Utilize Newspaper Space to Sell Their Rates and Service to Public

(*By Telegraph to* Editor & Publisher)

ROCHESTER, N. Y., Sept. 26—Joseph F. Melia of Buffalo was elected president of the Advertising Affiliation at the final meeting of the convention of that organization held Saturday. Other officers chosen were: vice-president, J. R. Watson, Hamilton, Ont.; second vice-president, George Rutherford, Cleveland; secretary and treasurer, Arthur Paul Kelly, Rochester, re-elected.

S. A. Weissenberger of Cleveland was toastmaster at the closing banquet Saturday night and addresses were made by Don C. Seitz, New York Evening World; Roy L. McCardell, New York Morning Telegraph, and Arthur Brisbane, New York Journal. President Clinton R. Lyddon presided at the banquet.

Mr. Seitz spoke on "The Newspaper and the Advertiser," saying that all advertising is good advertising, but newspaper advertising is the best.

Mr. Brisbane gave instances where newspaper advertising had increased the volume of business of merchants and said that the merchant should advertise his name.

Mr. McCardell gave a humorous talk.

Members of the Advertising Affiliation from Cleveland, Buffalo, Toledo and Hamilton were on hand for the opening of the convention, when luncheon was served in the ad clubrooms at the Hotel Rochester, and the guests were welcomed by Mayor C. D. Vanzandt. William A. Smith, general chairman of the convention committee, presented the Mayor, and following his words of welcome, President Weissenberger of Cleveland, head of the Affiliation, presented the presiding officer, George A. Rutherford, president of the Cleveland Advertising Club.

E. Stelmo Lewis, vice-president of the Campbell-Ewald Co., New York City, who was to have spoken on "What Is the Matter with Distribution," was unable to be present. Tim Thrift, advertising manager for the American Multigraph Co. of Cleveland, spoke in his place on "Some Letters I Have Met."

Edward Hungerford, director of publications for the University of Rochester, spoke on "Selling Transportation."

"I am going to suggest that the railroads would make a better job of stabilizing themselves if they could make a better job of selling themselves—particularly of selling their transportation," said Mr. Hungerford. "A large part of the better selling of that transportation would lie in better advertising. Not all of it to be sure. Rates must be made more attractive—in many cases more skilfully arranged, with a better eye to merchandising, if you please. In some instances they may well go up a bit, in others they ought to be lowered, but the principles that govern these fluctuations should not be coldly automatic. They should be applied by someone who knows a little of the modern art of scientific merchandising—and there are all too few of these in high railroad circles in the United States today.

"It is obvious that the merchandise of transport, attractively priced, once sold, should be delivered, according to contract and in generous measure, which being translated means that good service should and must be rendered. This is so primary that I hardly need more than merely mention it at this time.

"Yet, prior even to the rendering of good transport service, almost prior to its pricing even, must come the heralding of the ware, the widespread advertising of it to the outer world, the proper and the generous advertising of the American railroad. Right here is where I walk up the main street of this convention.

"Generally speaking, our American railroad is not a good advertiser today. There are exceptions to this—notable exceptions.

"The New York Central had made its 20th Century Limited the best advertised single train in the world; and probably the most profitable. The Santa Fe is a magnificent advertiser, so is the Canadian Pacific. The Illinois Central has shown a very great facility in selling through the newspapers—not so much its passenger service as the railroad as an institution itself."

Mr. Hungerford spoke of the manner in which the motor bus is cutting into steam transportation, and declared that the cure is to be found in selling transportation advertising of every sort, plus attractive travel pricing, plus dependable and attractive service.

Alvin Hunsicker, president of the Standard Textile Products Co. of New York, was the other speaker, his subject being "Stability in Advertising."

Following the afternoon session, the delegates were taken for a sight-seeing automobile trip around the city, visiting the parks and other points of interest.

President J. A. Watson of the Hamilton Advertising Club presided at the dinner Friday evening. He was presented by President Joseph F. Melia of the Greater Buffalo Advertising Club.

Saunders Norvell of New York gave a dissertation on "Morons." In this class he included 9,000 persons killed last year trying to beat express trains at crossings.

Edward J. Cattell, statistician for the city of Philadelphia, spoke on "The Dawn of a Brighter Tomorrow," declaring that waste is being lessened and turned into profit and that in every direction there are evidences of prosperity.

Floyd Keeler of New York spoke on "Advertising Lowers Cost of Distribution." In the course of the next 20 years advertising must develop from a business into a science, Mr. Keeler said. This, because the science of distribution, perfecting and keeping open the channel of distribution, saving human effort by eliminating waste, and giving to the whole industrial scheme the perspective and vision which no existing agency can supply so well.

NEWFOUNDLAND PULP PLANT READY IN 1925

Officials, After Inspection of Corner Brook Construction, Figure on Exterior Completion This Winter

Construction of the pulp and paper mill, power plant and dam of the Newfoundland Power & Paper Company, Ltd., located at Corner Brook, Newfoundland, is progressing rapidly, according to officials of the company after an inspection.

When completed, these officials state, the plant will produce more than 400 tons of newsprint daily. The company has been incorporated for $21,000,000.

The entire construction of the pulp and paper mills, dam, power house and canal is in the hands of Sir W. G. Armstrong, Whitworth & Co., Ltd., and according to the same officials the contractors have got the work so well advanced that it is hoped that before long the buildings will be ready for the installation of the equipment, and the mill started in 1925.

The equipment will include four Wamsley newsprint machines having a trim of 221 inches and built to run 1,000 feet a minute. Eighteen magazine grinders will be installed in the pulp mill.

To house employes at the mills, a model town will be built, accommodating more than 5,000. Erection of the first 250 houses will commence shortly.

Pulpwood will be obtained from timber holdings of the company located at the drainage area of the Humber River.

The power plant, which will develop 100,000 horsepower, will be located at the head of Deer Lake and transmitted to the mills a distance of about 30 miles.

When the plant starts production, sale of newsprint in the United States will be made through the Bowater Paper Co., Inc., Canadian Pacific Building, New York City. The president of this company is Earle C. Duffin, the vice-president Eric V. Bowater, and Harry Pickess is secretary and treasurer.

The Newfoundland Power & Paper Company will own and control their own ships, which are being especially constructed for carrying and handling newsprint rolls. These ships will transport the company's entire product to the United States and other markets.

The Bowater company has also been appointed selling and distributing agents in America for Bowater's Paper Mills, Ltd., of London, who are installing two newsprint machines trimming 221 inches. These are the first machines of this trim installed in Great Britain.

PUBLISHERS INSPECT MILL

International Paper Co. Officials Entertain at Three Rivers Plant

A party of about 60 newspaper publishers from the eastern and central states were entertained this week by P. T. Dodge, president, and J. L. Fearing, general sales manager, of the International Paper Company, on a tour of inspection of their new Three Rivers mill, which has a capacity of 400 tons per day of standard newsprint paper.

Other officials of the International Paper Company with the party included: Allen Curtis, vice-president in charge of manufacture; A. H. White, production engineer, and G. E. Smith, purchasing agent.

The mill is said to be the most complete newsprint plant on the continent. The new machine which has been installed is 250 feet long and 64 inches wide.

Get and Hold
CIRCULATION

A dignified, simple, successful, business-like plan with scores of increased circulations and highly satisfied publishers to recommend it and us.

We are specialists in building Circulation that stays. We have studied circulation problems and have met every test successfully with Insurance Protection.
Our Plan will build Maximum circulation at Minimum cost—and the circulation will be permanent.
Its simplicity of operation, its universal record of success have resulted in the endorsement of all newspapers using it.

No Cash Investment—No Risks—No Contests—No Schemes or Trickery.

Write or wire for information, without obligation on your part. We serve only one newspaper in a territory.

HICKEY-MITCHELL CO.
(*Builds and Holds Circulation*)
PIERCE BUILDING ST. LOUIS, MO.

The Shop-o-scope TRADE MARK

—A Christmas Word That Webster Missed!

You won't find it in anybody's dictionary—but it's *the* good word of the season for you to remember when you're laying the Christmas advertising plans for your newspaper.

What does it mean? Well, it's going to mean thousands of extra ads and thousands of extra dollars for the classified departments of newspapers that let it give its popular and profitable service to their readers and advertisers.

It means, too, a period of maximum volume during the usually dull classified season between Thanksgiving and Christmas. It means the biggest month's production of the whole year for wide-awake classified organizations.

Nine weeks from today The Shop-o-scope will be installed on hundreds of newspapers in all parts of the country. One week from today—we'll tell you all about it!

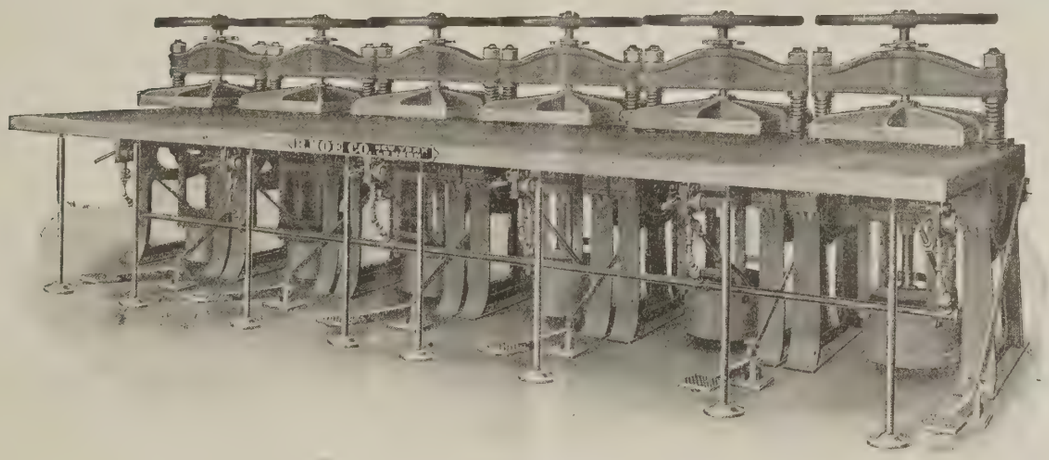
Look for our announcement of The Shop-o-scope in Editor & Publisher for October 6. There's a profitable Christmas in it for you!

THE BASIL L. SMITH SYSTEM, INC.
Otis Building Philadelphia

Where Seconds Count

THE HOE PNEUMATIC STEAM TABLE IS SUPREME!

Over 775 in Successful Operation



A Battery of Six Hoe Pneumatic Matrix-Drying Presses

Hoe Steam Tables make *Better Mats* in *Less Time* Than Any Others

The tremendous number of these machines in operation all over the world is convincing proof of their superiority. Excellence of design and solidity of construction enable Hoe Drying Presses to produce mats quicker and better than those of any other make, while fewer parts insure freedom from adjustments and repairs. An invaluable arrangement is the combination of the hand wheel with the pneumatic device which provides for emergency operation, if necessary for any reason — a patented feature that cannot be duplicated without infringement.

R. HOE & CO.

504-520 Grand Street, New York City

7 Water Street
Boston, Mass.

109-112 Borough Rd.
London, S.E. 1, Eng.

827 Tribune Bldg.
Chicago, Ill.

BEAUTY, SPEED AND SPACE FOR GROWTH IN MILWAUKEE JOURNAL HOME

(*Continued from page* 10)

fourth floor. Overlooking State street, and between the elevators and the 4th street wall, will be suites of offices for Messrs. Nieman and Grant, with a secretaries' office separating them. The big room idea has been also applied to the news department, 75 x 50 feet, private offices being planned only for the managing editor and the promotion editor. West of the news room is the library, and fronting on 4th street, a suite of offices for editorial writers, adjoining that of the editor-in-chief. South of these is another large room for the Sunday editor, exchange editor and woman's page editor, with their staffs.

Rooms for the Associated Press and Journal special wires, a photograph studio, women's rest room, first aid hospital, the Journal telephone exchange, the cafeteria and the laundry occupy the rest of this floor.

Mechanical departments are on the fifth floor, in order to have space unobstructed by columns and lighted on all sides by windows and skylights. In the northeast will be the art department, adjacent to the engraving department, whose acid fumes will be carried off by special ventilation. Centrally located between these rooms and the composing room is the planning and dispatching office which receives and schedules advertising copy, with ready access to all departments concerned. The composing room is 80 x 88 feet, fronting on 4th street. Separating it from the stereotyping department will be a curtain wall seven feet from the floor. Steam-tables are between the composing room and the casting room, which is connected with the pressroom by an automatic drop, timed to land plates by the presses in five seconds. A job plant for office printing shares the rest of the fifth floor with the auditorium and the electrician's office and workshop.

In the basement are the reels, paper storage, ink storage—two tanks of 1,500 gallons capacity each—machine shop, carpenter shop and one of the three main ventilating systems of the plant. Two other ventilating stations are located at the top of the building.

Print paper will be landed in the south alley. A runway, which when not in use folds into the wall of the building, will be lowered flush with the bed of the truck, and the paper, one roll at a time, will travel by gravity down the runway to a chute to the basement, where it will be weighed by the receiving clerk. By the shift of a lever the paper is shunted by gravity from the scale to a magazine large enough to hold a truckload. Hence it is handled by an automatic tiering machine, operated by power from a third rail, and moved to storage. The ceiling is planned high enough to permit five tiers of rolls. Another tiering machine on the opposite side will remove the paper to the reel-rooms.

Other automatic equipment which should be noted included a conveyor, which will take stereotype plates from the automatic drop and place them at each press.

Elevators include two high-speed passenger cars, one heavy freight lift and one combination freight and passenger elevator for mechanical department men. A separate elevator which travels only one floor is provided for the shipping superintendent in dispatching completed papers. Numerous lifts from floor to floor, dumbwaiters, ladders, special stairs, conveyors, and pneumatic tubes complete this class of equipment. Pressmen can reach the reel-room in emergencies by brass sliding poles similar to those in fire stations, return to the pressroom being provided by ship's ladders. Round the "island" pressroom floor a brass railing is placed for safety.

Special trenches and drains guard the paper supply from damage by floods or accident to the water mains.

As to the location of the building, several "must" qualifications were set forth in advance by the management.

The site had to be convenient to a large part of the city's population, to the retail shopping centers, must afford the best possible working conditions, and must be in line with the expansion of the business district.

Half a block away is the point of heaviest street-car traffic in the city. Just beyond is the projected State street bridge across the Milwaukee River, designed to be a great traffic artery between East and West sides. Half a block to the south is Cedar street, the heart of the proposed civic center. Grand street, the shopping district, is two and one-half blocks distant.

Half a block frontage on State street and half a block on 4th street is afforded, in addition to half a block alley frontage both to the east and the south, giving light on four sides and permitting receipt of materials on one side and dispatch of finished products on the other.

OREGONIAN REMODELING

Portland Paper to Have Big News Room Instead of Offices

The Portland Oregonian is remodeling its editorial department and will have one large, well lighted news room in space that has been cut up by a large number of small offices.

Both the city and telegraph news will be handled in one room, copy desk and reporters' desks being conveniently arranged to give easy supervision by executives. The telegraph room will be in glass enclosed offices. An endless pickup system will transfer copy, illustrations, etc., from one desk to another and to the composing room. All confusion will be eliminated so far as possible, one device for this purpose being a system of light signals connected from the city editor's desk to the desks of reporters, librarian, etc., doing away with the noise of buzzers. Entirely new equipment of desks and other furnishings is being installed.

North Carolina Paper Chartered

The Jordan Publishing Company, Burlington, N. C., has been chartered to publish a newspaper. Capital stock is $50,000. Lydia E. Jordan, Irene Jordan, W. H. Jordan and the Durham Herald are the incorporators.

TEXAS PRESS LEAGUE MEETS OCT. 16-17

Lone Star Editors to Hold First Day's Sessions at Sherman—Next at Denison, Ten Miles Distant

The annual meeting of the Texas Daily Press League, consisting of more than 100 members, will be held Oct. 16-17, according to an announcement made by K. K. Hooper, of the Sherman (Tex.) Democrat, chairman of the program committee. The first day's sessions will be held at Sherman, while the meeting Oct. 17 will be at Denison, 10 miles distant.

Convening at the Sherman Chamber of Commerce Auditorium, members will be welcomed by Major J. B. Wilson. Lowry Martin, president of the league, will respond.

Discussion of various subjects will follow, led by S. W. Papert, Dallas, manager of the advertising bureau of the league; C. E. Palmer, publisher of the Texarkana Four States Press; J. L. Greer, general manager of the Denison Herald; Lowry Martin, general manager of the Corsicana Sun, and L. L. Jobe, advertising manager of Marks Bros., Sherman.

During the afternoon, round-table discussion will be led by C. H. Leonard, editor of the Gainesville Register; Sherwood Spotts, editor of the Bonham Favorite; W. C. Edwards, editor of the Denton Record-Chronicle; H. F. Mayes, general manager of the Brownwood Bulletin; Henry Ellis, editor of the Denison Herald; and W. G. McMahon, foreman of the composing department of the Sherman Democrat.

On the second day, Harry T. Warner, publisher of the Paris (Tex.) News, and Houston Harte, publisher of the San Angelo Standard, will lead the discussion, following which there will be election of officers and the selection of the next meeting place.

Carries Much Political Advertising

The September 14th issue of the Mount Vernon (N. Y.) Argus was conspicuous for the large amount of political advertising. A number of ads were accompanied by double-column cuts of the prospective candidates.

FOR PROMPT SERVICE

TYPE · BORDERS · ORNAMENTS
BRASS RULE

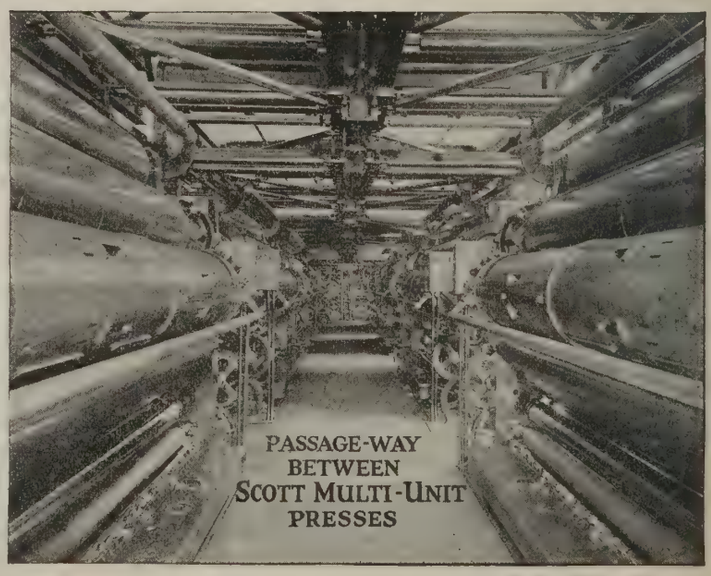
Printers' Supplies · Presses · Paper Cutters

Hamilton Wood & Steel Equipment
including our
AMERICAN CUT-COST EQUIPMENT
Carried in Stock for Prompt Shipment

American Type Founders Company

Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

THERE IS PLENTY OF ROOM
BETWEEN EACH SECTION OF
SCOTT MULTI-UNIT PRESSES



WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY, U.S.A.
CHICAGO
1441 Monadnock Block
NEW YORK
1457 Broadway, at 42d Street

OUR OWN WORLD OF LETTERS

Edited by JAMES MELVIN LEE

Director Department of Journalism, New York University

AMERICAN EDITORS and publishers who want to know more about the most influential daily newspaper in England should glance through "The Mystery of the Daily Mail," by F. A. McKenzie (Associated Newspapers, London). Even the historical chapters are interesting to read and also practical in the ideas suggested.

A few points about the Daily Mail may be noted in passing. Its initial capital was £15,000. Its motto was from the beginning, "All the news in the smallest space." Possibly its most famous war correspondent was George Warrington Steevens to whom Rudyard Kipling paid such a fine tribute in verse. It had the first woman war correspondent, Lady Sarah Wilson. It has the most highly paid newspaper staff in Europe.

Among the extramural activities of the Mail may be noted: The Absent Minded Beggar Fund, which took its name from Kipling's poem, and which aimed to help the families of soldiers sent to the front; its aviation prizes which started in 1907; its two pension funds for employees; its free insurance for readers, and its efficiency exhibition.

Two chapters deserve special mention. One, "Making a Modern Newspaper," tells how the daily news is edited and printed. The other, "The Most Successful Advertising in the World," gives a picture of the other joint product of the Northcliffe plant.

Mr. McKenzie "points with pride" to many things about the Mail, but "views with alarm" this general situation in England:

"People are not so foolish as not to realize that the average 'Ditto' journal is conducted with the object of gaining some social reward for its owners.

"Unknown to the public, one newspaper after another is falling into the clutches of the Government wire pullers. Each such journal at once begins to lose readers and is unable to produce the necessary net sale figures which the modern advertiser very properly seeks."

The book closes with the statement of chartered accountants that the average net sales of the Daily Mail are 1,365,256.

* * *

The Macmillan Company has scheduled for early publication "Editing the Day's News," by George C. Bastian of the Chicago Tribune. The volume will deal not only with the editing and preparation of copy but will also have several chapters devoted to the subject of newspaper makeup. In brief, the book will revolve around the work of the copy desk.

* * *

THE UNIVERSITY OF CHICAGO has published a pamphlet which deals with the French newspapers in the United States before 1800.

A 10, 20, AND 30-CENT STAND of a second-hand book store was recently found to contain "Quaint and Curious Advertisements," by Henry M. Brooks, which was published by Ticknor & Co. of Boston in 1896.

Speaking as one who has perused somewhat carefully the newspapers of the Colonial period, I may say that this little volume is a splendid collection of amusing advertisements, many of which give a picturesque glimpse of conditions in the days before the Revolution. For example, the Boston Gazette on May 12, 1760, advised voters to put on their Sabbath-day clothes and wash their hands and faces before going to the town meeting. About the same time, Paul Revere was advertising himself as a dentist. Possibly, the most amusing are the advertisements of amusements.

* * *

AMONG THE RECENT REFERENCE BOOKS for the Newspaper Library belongs the "American Jewish Year Book," edited by Harry Schneiderman (Jewish Publication Society of America, Philadelphia). Of the valuable features found in the volume may be mentioned: classified list of standard books in English on Jewish subjects; the anniversary celebrations; the Jewish national organizations in the United States; Jewish periodicals appearing in the United States; Jewish members of Congress of the United States; a list of Jewish federated charities of the United States; and statistics of Jews in the various countries of the world.

No comment about the book would be complete without some reference to the illustrated article on "Portraits of Jews by Early American Painters." This article shows that the Jews were among the few who gave encouragement to the development of the fine arts in the early days of the American Republic.

The editorial writer who wants to be sure of his facts in writing about topics relating to the Jews will want to consult this volume.

* * *

THE ADVERTISING DEPARTMENT of The New York Times is mailing its patrons a copy of "Typographical Standards." This booklet sets forth the conditions under which advertising copy will be accepted by that newspaper.

The following regulation is worthy of adoption by more newspapers:

"Any typographical arrangement which simulates the Times editorial or news pages and which might thereby deceive its readers will not be accepted. Freak typographical arrangements which mar the harmony of its pages, or type set parallel with the column rules is not permitted."

140,000 Circulation

The Capital of the nation's largest newspaper, covering Virginia, West Virginia, and southern Maryland.

Over 50% more circulation than any other Washington Sunday paper.

Sunday Times-Herald

G. Logan Payne
Publisher and General Manager

National Advertising Representatives
G. LOGAN PAYNE COMPANY
Chicago, Detroit, St. Louis, Los Angeles

Payne, Burns & Smith
New York and Boston

Announcement

The Bowater Paper Co. have been incorporated for the purpose of taking over the American Branch of W. V. Bowater & Sons, Ltd., formerly of the Woolworth Building, New York City, N. Y., and the Hudson Packing and Paper Co., Inc. **This Company has been appointed the Sole Selling Agents and Distributors in the United States for the following paper mills:**

Newfoundland Power and Paper Co., Ltd.
Bowater's Paper Mills, Ltd., London, Eng.

The Bowater Paper Co., Inc.

Canadian Pacific Building

342 Madison Avenue New York City

Telephone: Vanderbilt 7186

TWO CIGAR CAMPAIGNS IN NATIONAL LIST

Newspapers from Coast to Coast Get Schedules for "White Owl," and "William Penn" Drives for Eastern Market

The General Cigar Company, New York, has started two newspaper campaigns, one a big national drive extending from coast to coast for the "White Owl," and the other in three cities, New York, Philadelphia and Buffalo, for the "William Penn," later to be extended to other sections.

Frank Harwood, advertising manager of the General Cigar Company, stated to EDITOR & PUBLISHER that an appropriation of $165,000 would be expended in three months to advertise the "White Owl." The appropriation for the entire year for this cigar will be about $350,000. Harwood said that his company was a great believer in newspaper advertising.

"Seven or eight years ago," he related, "we spent $100,000 in window displays, dealer helps, and advertising of that kind. Today we only spend $15,000 in that manner. Practically all of the rest goes into newspapers. Our total advertising appropriation for the year for all of our products will be about $900,000. Our cigars are 'White Owl,' 'Robert Burns,' 'Van Dyke' and 'William Penn.'"

The campaign on "White Owls" began Sept. 16 and is being placed by Frank Seaman, Inc., New York. The Frank Seaman Company also places the account of the "Robert Burns" cigar, manufactured by the General Cigar Company.

In this campaign liberal space will be used—no advertisement will be less than 450 lines, while the larger spaces will measure 600 lines or more than a quarter of a newspaper page. The copy, which is crisp and fresh, is addressed "to the White Owl smokers and the thousands of men who are going to smoke White Owls sooner or later." White Owl cigars retail two for 15 cents or in package, 10 for 75 cents.

The first copy, which appeared in Sunday papers Sept. 16 and in daily papers Sept. 18, consisted of 600 lines. The same space ran in Sunday newspapers Sept. 23 and in daily papers Sept. 25. The remainder of the schedules calls for 450 lines Sept. 30 and Oct. 2; 600 lines, Oct. 14 and Oct. 16; 450 lines, Oct. 21 and Oct. 23; 600 lines, Oct. 28 and Oct. 30; 450 lines, Nov. 11 and Nov. 13; 600 lines, Nov. 18 and Nov. 20; 450 lines, Dec. 2 and Dec. 4, and 450 lines, Dec. 20 and Dec. 23.

The following newspapers have been selected:

Utica Press, Troy Record, Albany Times Union, Syracuse Journal, Buffalo Times, Buffalo News, Binghamton Press & Leader, Brooklyn Standard Union, Amsterdam Recorder & Democrat, Auburn Advertiser-Journal and Citizen, Watertown Times, New York Sun, New York Mail, New York Journal, New York Evening World, New York American, Pittsburgh Press, Philadelphia Bulletin, Philadelphia Public Ledger, Baltimore News, Washington Star, Washington Post.

Milwaukee Wisconsin News, Madison State Journal, Green Bay Press-Gazette, Appleton Post-Crescent, Menasha Record, Oshkosh Northwestern, Fond du Lac Commonwealth, Sheboygan Press Telegraph, Manitowoc Herald News.

Rockford Register-Gazette, Chicago American, Chicago Tribune, Peoria Journal-Transcript, Springfield Illinois State Journal, Des Moines Register, Springfield Ilinois State Register.

Sioux City Tribune, Cedar Rapids Gazette, Fort Dodge Messenger & Chronicle, Mason City Globe-Gazette, Clinton (Ia.) Herald, Marshalltown Times-Republican, Waterloo Courier, Ottumwa Courier, Creston Advertiser-Plaindealer, Davenport Times.

Kansas City Post, St. Louis Post-Dispatch, St. Louis Star, St. Joseph News-Press, Joplin Globe & News Herald.

Mobile Register.

New Orleans Item, New Orleans States.

Dallas Times-Herald, Dallas News, Fort Worth Star-Telegram, Houston Chronicle, San Antonio Express, Galveston News, Wichita Falls Times, Beaumont Enterprise, Port Arthur News, Waco News-Tribune.

Tulsa Tribune.

Columbus Citizen, Youngstown Telegram, Cincinnati Post, Cleveland Plain Dealer, Cleveland Press, Cleveland Times.

Detroit Times, Detroit News, Grand Rapids Press, Flint Journal, Lansing State Journal, Port Huron Times-Herald, Jackson Citizen-Patriot, Battle Creek Enquirer-News, Muskegon Chronicle, Kalamazoo Gazette.

Indianapolis Star, Indianapolis News, Fort Wayne News-Sentinel, South Bend Tribune, Terre Haute Tribune.

Lexington Leader.

Sioux Falls Argus-Leader, Grand Forks Herald, Fargo Forum.

Great Falls Tribune, Butte Miner, Billings Gazette.

Minneapolis Tribune, St. Paul Pioneer Press, St. Paul News, Duluth Herald.

Seattle Post-Intelligencer, Spokane Chronicle. Portland Oregonian.

San Francisco Examiner, Los Angeles Examiner, Oakland Tribune, Sacramento Bee, Fresno Republican, Stockton Record, Boise Idaho Statesman, Honolulu Star Bulletin.

The campaign on the new 5 cent cigar, "William Penn," handled by the William H. Rankin Company, New York, began Sept. 17. At the present time, the evening newspapers of New York and Brooklyn are being used, in addition to the Buffalo Times and Buffalo News, and the Philadelphia Bulletin and Philadelphia Inquirer. Later this campaign will be extended to other sections. The General Cigar Company, agreeing with the famous statement of Vice-President Marshall, "That what the country needs is a good nickel cigar," has practised economy in this cigar in several ways. It has no band and in place of the usual 50 in a box, it carries 100 in a box.

The "William Penn" cigar was first advertised about a year ago on the Pacific Coast, and the advertising has worked East, as distribution was secured. The Rankin Agency also handles the account of "Van Dyke" cigars.

Canada Awards Atlas Contract

It is reported that the Gazette Printing Co., Montreal, has been given the contract to print 300,000 copies of an Atlas for the Dominion Government, the cost running around $40,000.

CARBIDE ACCOUNTS SHARED

Three Agencies Will Handle Advertising of Union Carbide & Carbon Co.

The subsidiary companies of the Union Carbide & Carbon Corporation, New York, have appointed N. W. Ayer & Son, Dorrance, Sullivan & Co., and Barton, Durstine & Osborn, Inc., to handle advertising of their various accounts. N. W. Ayer & Son will handle the advertising of the National Carbon Company, Ever-Ready Flashlights and batteries, Columbia Dry Cell Batteries, Ever-Ready Radio Batteries, and Carbon Products, principally Columbia Pyramid Brushes.

Dorrance, Sullivan & Co., will act for Prest-O-Lite Storage Batteries and Prest-O-Lite Small Tanks.

Barton, Durstine & Osborne, Inc., have taken the accounts of the J. P. Colt Company, Carbide Gas Lighting and Cooking Plants; Union Carbide Sales Company, Electro-Metallurgical Sales Corporation, Electromet brand ferroalloys and metals; Haynes Stellite Company, cutting tools; Linde Air Products Company, Linde Oxygen; Welding Gas Division of the Prest-O-Lite Company., Inc., acetylene gas; Oxweld Acetylene Company, oxyacetylene welding and cutting equipment, the Oxweld Railroad Service Company and the Carbide & Chemical Corporation.

Raise Ad Fund in San Antonio

Raising $60,000 to advertise San Antonio to the world, rival teams, known as the blue and red tie brigades, working under auspices of the San Antonio Chamber of Commerce, have created lively interest in the campaign. They ended the week closing Sept. 22, with about a third of the total subscribed. Much of the $60,000 will be spent with leading daily papers of the country.

Bank Advertises in Gravure

The Second National Bank of Houston is setting a precedent in Texas financial circles by ordering 4,424 lines of gravure advertising in the Houston Chronicle. The campaign consists of four pieces of copy four columns by 11 inches, and one full page, all to run just prior to the opening of the bank's new quarters. The same copy will appear in black and white in the Post and Press.

MacManus Gets New Account

MacManus, Inc., Detroit advertising counsel, announces that it has added another large Cleveland concern to its list of clients—the Gabriel Manufacturing Company. A sales campaign of considerable proportions will soon be launched. Gabriel Snubbers, the product of this company, are already in use as shock absorbers on 2,000,000 automobiles.

San Diego Changes Agencies

The 1923-24 advertising account of the San Diego-California Club, which is exploiting San Diego and immediate vicinity, will be handled by the Western Advertising Company and Martin & Davidson, advertising agencies in that city. Since the club was organized, the publicity has been handled by the H. K. McCann Company of San Francisco. The budget for the ensuing year is $125,000.

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago
620-621 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

The Ludlow

In the Bloomington (Ind.) World

"SINCE the purchase of Ludlow equipment eighteen months ago," says Mr. Oscar H. Cravens, Publisher, "we have been able to enlarge the size of our paper and we have decreased the space necessary for our ad composition rather than increased it. This is all due to the compactness and efficiency of the Ludlow.

"It is really a wonderful feeling to have all the new typefaces we want without the bothersome storage system. We have saved valuable hours that were formerly spent in distributing foundry type. We are glad indeed that we made the investment in Ludlow equipment."

A Forty-Font Installation

Compactness is a characteristic of the Ludlow outfit. This not only saves valuable floor space. It also saves walking all over the room. With sixteen to twenty fonts in each cabinet, even the biggest installation places almost within an arm's reach the resources of the whole composing room. This displaces type cases and racks occupying great areas of floor space.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

TIPS FOR AD MANAGERS

Acme Advertising Agency, Citizens & Southern Bank Bldg., Atlanta. Making contracts for Pyro-Zene.

Alexander Advertising Agency, 1482 Broadway, New York. Using 42 lines, 11 times for the Mantle Lamp Company.

Walter Baker Company, Ltd., Dorchester, Mass. Now renewing contracts.

Earl S. Barber, Wrigley Bldg., Chicago. Using 175 line by four columns, three times for Charles Kaufman & Brothers.

Barrows & Richardson, Drexel Bldg., Philadelphia. Placing account for the Ipswich Mills.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Making 1,800-line contarcts for the Dunlop Tire & Rubber Company.

George Batten Company, 383 Madison avenue, New York. Using 8 inches, 52 times for Bell & Company. Making 1848-line contracts for A. S. Boyle Company; using 1000 inches in one year for the George E. Keith Company (Walk-Over Shoes).

Blackman Company, 120 West 42nd street, New York. Making 20,000-line contracts for Proctor & Gamble, Cincinnati.

Blaine-Thompson Company, Fourth Natl. Bank Bldg., Chicago. Using 266 inches in one year for Warner Brothers.

Brandt Advertising Company, 5 South Dearborn street, Chicago. Using 44 lines, 5 times for the H. E. Frees Company.

Campbell-Ewald Company, General Motors Bldg., Detroit. Making 2,800-line contracts for Chevrolet, Delco and Oakland Motors.

Collins-Kirk, Inc., 400 North Michigan avenue, Chicago. Making 5,000-line contracts for the John F. Jelke Company.

Critchfield & Co., Brooks Bldg., Chicago. Making contracts for the Firestone Tire & Rubber Company; using 224 lines, 3 times for Kitchen Klenzer.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making 5,000-line contracts for the Reserve Remedy Company.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 5,000-line contracts for the Stutz Motor Car Company.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Making yearly contracts for the Famous Players-Lasky Corporation.

Harvey Advertising Agency, Walton Bldg., Atlanta. Making contracts for Creomulsion.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Using 532 lines, one time for the Pierce Arrow Motor Car Company.

Hulscher-Rothenberg, Inc., 2 West 45th street, New York. Making 10,000-line contracts for Postum Cereal.

Wylie B. Jones Agency, 107 Chenango street, Binghamton, N. Y. Making yearly contracts for the F. W. Clements Products Company.

Lay Company, 15 West 37th street, New York. Placing account for the Daisy Products, Inc., New York, women's hats.

Lord & Thomas, 400 North Michigan avenue, Chicago. Making 20,000-line contracts for the Pure Oil Company.

MacManus, Inc., 82 Hancock avenue, East, Detroit. Making 2,800-line contracts for the Hupp Motor Car Company.

Robert M. McMullen Company, 522 5th avenue, New York. Making 2,800-line contracts for the products of the Standard Milling Company.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Making 1,000-line contracts for the Friedman Mfg. Company.

Patterson-Andress Company, 1 Madison avenue, New York. Making 5,000-line contracts for the Curtis Publishing Company.

Harry Porter Company, 15 West 44th street, New York. Making contracts for Thomas Leeming & Co., "Nestles Food."

Frank Presbrey Company, 247 Park avenue, New York. Making 1,000-line contracts for W. & J. Sloan, "Karnak Rugs."

William H. Rankin Company, 1 West 37th street, New York. Making 2,860-line contracts for the B. F. Goodrich Rubber Company.

E. P. Remington Advertising Agency, 1280 Main street, Buffalo, N. Y. Using 4 inches, once a week for the Foster Milburn Company.

Rogers & Smith, 326 West Madison street, Chicago. Using one full page, one time for the Paul Rubber Company.

Rose-Martin, Inc., 226 West 47th street, New York. Sending out schedules for "Admiration" cigars.

Ruthrauff & Ryan, 410 4th avenue, New York. Making 2500-line contracts for the Advertised Products Company.

George M. Savage Company, Buhl Bldg., Detroit. Making 3,000-line contracts for W. H. Hill.

Frank Seaman Company, 470 4th avenue, New York. Making 2,000-line contracts for R. B. Davis Company, Hoboken, N. J.

Sidener-Van Riper Advertising Company, Merchants Bank Bldg., Indianapolis. Making 3,000-line contracts for Schwill & Co.

Sweeney & James Company, 1632 Euclid avenue, Cleveland, Ohio. Making 10,000-line contracts for the Jordan Motor Car Company.

Wales Advertising Company, 141 West 36th street, New York. Making 3,000-line contracts for Michelin Tire Company.

Watts, Scott & Beutel, Alfriend Bldg., Atlanta. Making contracts for the Atlanta Stove Works.

Henry Webb Company (Kadiok) Dayton, Ohio. Making contracts for Le Dure Medicine Company.

End "Direct" Commissions

In line with other Southern publishers, the Staunton (Va.) News-Leader and Evening Leader, are notifying all direct advertisers that effective Jan. 1, 1924, or at the end of existing contracts, no business will be taken by them allowing the agency commission. Heretofore these papers have allowed commissions to a few old timers, but they feel that no discrimination should be made because an advertiser has always been given this concession, and have decided to discontinue commissions to all but legitimate advertising agencies.

Roto in Omaha Sunday News

The Omaha Daily News is now issuing a four-page rotogravure with the Sunday News.

PORTLAND'S ONLY!

Evening Paper

Portland's Only!

Three-cent Daily

U. S. Census gives Portland 16,801 families. "Express" City Circulation 16,893 net paid average for six months ending March 31, 1923. This shows how conservative is our estimate that the "Express" is taken in

15 of every 16 Portland Homes!

"Express" has largest circulation in its history. Each three months during 1923 shows a GAIN over the preceding three months' period.

"A Truly Remarkable Coverage!"

Portland Express

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

Are You Proud of Your Colored Comic Section?

Your Colored Comic Section off the World Color Presses in Saint Louis Assures Perfect Prints Full of Color Pep That Makes the Supplement Stand Out "Like a House Afire."

Size up the World Color Prints from Every Angle! "They Compel Admiration"

Write for Samples and Prices

The World Color Printing Co.

R. S. GRABLE, Pres.

Est. 1900 St. Louis

"Color Printers to the Nation's Publishers"

ILLINOIS

205 miles wide
380 miles long
56,665 square miles
6,485,280 people

Illinois is the third largest state in point of population in the United States.

Illinois has 237,000 farms.

The farm lands are second highest in point of value in the United States ($5,250,294,000).

The value of farm products and livestock products is over $1,000,000,000 annually.

Illinois is first in the packing industry and has been for many years.

Illinois has over 18,000 factories and the value of products exceeds $5,400,000,000 annually.

The wages received by the workers is nearly $1,000,000,000 annually.

Illinois daily newspapers stand second to none in influence and pulling power.

To get full advertising value in Illinois you *MUST* use these daily newspapers.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News .....(E)	15,773	.055	.055
Bloomington Pantagraph.....(M)	17,841	.05	.05
†Chicago Herald-Examiner.....(M)	340,591	.55	.55
†Chicago Herald-Examiner.....(S)	879,471	1.00	1.00
Chicago Daily Journal.....(E)	117,483	.26	.24
†Chicago Tribune .....(M)	537,134	.80	.80
†Chicago Tribune .....(S)	884,706	1.15	1.15
*La Salle Tribune.....(E)	2,948	.02	.02
*Moline Dispatch .....(E)	9,559	.04	.04
†Peoria Journal-Transcript..(M&E)	32,648	.10	.09
Peoria Star .....(E)	24,580	.075	.06
†Rock Island Argus .....(E)	10,994	.04	.04
*Sterling Gazette .....(E)	5,530	.03	.03

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

DO YOU KNOW

WEST VIRGINIA

has an up-to-date system of public schools, upon which it spends more than $22,000,000 annually? It is one of the few states in which the law requires agriculture to be taught in the common schools. More than eleven thousand boys and girls belong to the Four-Clubs (agriculture).

The only demonstration school for apple picking in the world is located in the State. Twenty-one states spend less on education than does West Virginia. Illiteracy is only 6.4 per cent.

It is no wonder that West Virginians are prosperous—that they are able to grow with great intensity, crops that increased the value of planted land from $44 in 1919 to $51 in 1920.

West Virginia daily newspapers go into the home and are read by these people. These dailies will help you in your selling and merchandising campaigns.

		Circulation	Rate for 5,000 lines
Bluefield			
†Telegraph	(M)	10,960	.04
Charleston			
*Gazette	(M)	19,529	.06
*Gazette	(S)	23,122	.07
Clarksburg			
*Exponent	(M&S)	8,091	.03
*Telegram	(E)	11,588	.04
*Telegram	(S)	13,510	.045
Huntington			
†Advertiser	(E)	10,114	.035
*Herald-Dispatch	(M)	12,979	.035
*Herald-Dispatch	(S)	12,662	.04
Martinsburg			
*Journal	(E)	4,037	.03
Parkersburg			
†News	(M)	5,798	.025
†News	(S)	5,798	.025
*Sentinel	(E)	7,258	.03
Wheeling			
†Intelligencer	(M)	12,797	.0325
†News	(E)	15,261	.05
†News	(S)	18,719	.07

*A. B. C. Statement, April 1, 1923
†Government Statement, April 1, 1923.

PETERSON, PUBLISHER AND ADVERTISING MAN, DIES IN WATERLOO, IA.

General Manager of Evening Courier Succumbs to Pneumonia —Achieved Fame on Indianapolis News—Was One of Original Advocates of "Sworn Circulation"

(*By Telegraph to* Editor & Publisher)

Waterloo, Ia., Sept. 25.—Arthur W. Peterson, general manager of the Waterloo Evening Courier, died today of pneumonia after an illness of only five days. He was 62 years old. Funeral services are from the First Presbyterian Church, where he was an elder.

Arthur W. Peterson

The widow, a daughter, Mrs. R. O. Berry; a sister, Mrs. Ella Peterson McCoy, Washington, D. C.; a nephew, Jackson McCoy, assistant general manager of the Courier, survive.

Mr. Peterson was widely known throughout the United States in publishing and advertising circles. For two years he was president of the Inland Daily Press Association and at the time of death was chairman of the committee on labor. He came to the Courier as business manager in 1908. For five years previously he was advertising manager and assistant general manager of the Minneapolis Tribune. Prior to that time he served as advertising manager of the Indianapolis News for 15 years. His efforts in all these fields were crowned with an unusual measure of success, due to his tireless energy, his keeping in touch with the minutest details, his rare executive ability and his mastery of the technique of every department of newspaper making.

Mr. Peterson was born in Illinois, his father, a Presbyterian clergyman, being owner of a country weekly. It was in Warren, O., where his father published the Tribune, that Arthur at the age of seven learned to set type, etc. In his devotion to duty, in the intense thought given new methods of making the work of a newspaper plant more efficient and result-achieving, Mr. Peterson in the minds of many of his friends became a martyr to service. He worked early and late and seldom took a vacation. But he was a man of temperate life and habits and those who have known him through the years say he had not aged a whit in appearances in two decades, but unremitting toil prevented that reserve of vital power which can stand against the inroads of double pneumonia.

Several years ago Mr. Peterson was elected president of the Associated Iowa Dailies in recognition of his services in raising the ethical and business standards of journalism—standing like a stonewall against all gift enterprises to obtain circulation and promulgating the idea that circulation if of value must be gained by the merits of a paper alone. He inherited the "sworn circulation" idea from his father. He was conspicuous among publishers and urged the organization of the Audit Bureau of Circulations.

Probably Mr. Peterson's greatest achievement was in connection with the Indianapolis News. At the time he began his service the News was local in character, its circulation being confined largely to the city itself. His first thought was to give the paper at least a state-wide circulation, and to that end he centered his attention on a subscription campaign, which in a short time yielded 5,000 subscribers. The paper grew by leaps and bounds and at the end of 15 years the plant became one of the most valuable and profitable in the country.

From Indianapolis Mr. Peterson went to Philadelphia, where for several years he was manager of the Times. While in that position he spent a considerable portion of his time in New York City.

Few men in the publishing field had a wider acquaintance among fellow publishers, advertising managers, and advertising agencies than Mr. Peterson. Naturally this acquaintance brought him numerous large contracts for foreign advertising, which were prized by the owners of the papers of which he was manager when industrial conditions caused local advertising to slump.

Obituary

Rev. John Talbot Smith, aged 68, founder of the Catholic Writers Guild, embracing the newspaper profession, died Sept. 24 in the Misericordia Hospital, New York City. Funeral services were held at the Church of the Sacred Heart, Dobbs Ferry, of which he was pastor. He was born in Saratoga Springs, N. Y., receiving his academic education in Albany, and then attending St. Michael's College, Toronto; Mt. St. Mary's College, Maryland; and Notre Dame University, Indiana, from which he received the degree of LL.D. From 1889 to 1892 he was editor of the Catholic Review. He was also well known as an author and lecturer and contributed to many magazines. In 1914 he founded the Catholic Actors Guild and four years later founded the Catholic Writers Guild. Among his literary works were "A Woman of Culture" and "Solitary Ireland."

Robert H. Constable, aged 94, veteran newspaper man, died at Woodstock Ont. At one time he was a close associate of Mark Twain and Artemus Ward on the staff of the Cleveland Plain Dealer. He was the founder of several Ontario newspapers, including the Ingersoll Plain Dealer, the Ridgetown Plain Dealer, and the Niagara Falls Record. While operating a printing house in Brantford, Ont., he was made penniless by the failure of a bank. He retired four years ago.

Viscount Morley, aged 85, Lord President of the British Council and Secretary of State for India, at one time associated with William T. Stead in the editorship of the Pall Mall Gazette, died Sept. 23 of heart disease. He was best known in this country as John Morley, man of letters. He was famous for his biographical studies, such as his lives of Burke, Voltaire, Diderot, Cromwell, and Gladstone, while in statesmanship his most notable achievements were as Chief Secretary for Ireland in the Gladstone Home Rule Cabinet. For 15 years he was editor of the Fortnightly Review. Morley paid two visits to America, one while a young man, and one in 1904 when he delivered the Founder's Day address at Carnegie Institute, Pittsburgh.

William M. Bunn, aged 80, Prothonotary of the Common Pleas and Municipal Courts, once editor of the Philadelphia Sunday Transcript, died Sept. 17 in Philadelphia. He was former territorial Governor of Idaho. He is survived by his widow and a son, Benjamin. When he was editor of the Sunday Transcript that newspaper was often called the "Bunnscript," because of the dominating personality of its chief.

George Harney Willard, aged 57, editor and publisher of the New Berlin (N. Y.) Gazette, died Sept. 18, following an illness of 10 years, caused by a stroke of paralysis. For some time he was local correspondent for the New York Journal, the New York Graphic and Utica Daily Observer. In 1890 he went to Richfield Springs, where he became editor of the Richfield Daily and special correspondent of the New York

World. In the following August he removed to New Berlin and a year later to Norwich, where he was foreman on the Morning Sun and county representative of the United Press Associations, and afterward city editor of the Sun. In 1893 he became foreman of the Citizens Publishing Company of Ilion. In July, 1895, he bought a half interest in the New Berlin Gazette. For three years he was in partnership with Joseph K. Fox, and since 1898 he had been sole proprietor and publisher.

JAMES E. MORAN, business manager of the Haverhill (Mass.) Gazette, was killed in an automobile accident. At the funeral services Sept. 22 the pallbearers were: Robert L. Wright, publisher of the Gazette; George B. M. Houston, Fred C. Delaney, Ralph W. Gray, Richard L. Salter and Raymond L. Mansfield, all representing different departments of the newspaper.

J. J. MCDERMOTT, publisher of the Manilla (Ia.) Times, died at Manilla, Sept. 19, after spending over two months in the Mercy Hospital at Council Bluffs.

L. C. MCKENNEY, aged 49, former editor of the Platteville (Wis.) News, died in Napa, Cal., where he had made his home in late years. He is survived by his widow and two sons.

DREW C. TUFTS, aged 58, former president of the Illinois Editorial Association, prominent in Democratic state politics, died Sept. 15 at Centralia, Ill. He was owner of the Centralia Democrat and a postmaster here under President Wilson.

MRS. ABIGAIL IONE THOMPSON, aged 76, widow of George Thompson, publisher of the St. Paul Dispatch-Pioneer Press, died Sept. 20. She owned a large share of the newspaper and had a potent voice in the management.

CLARK O. DUNSHEE, aged 48, formerly well known in the business offices of Salt Lake City newspapers, is dead. He was born in Iowa.

CARLTON H. JOHNSON, head proofreader in the state printing office in Sacramento, died recently in the National Printers' Home in Colorado Springs.

CHARLES A. NIMOCK, aged 81, formerly one of the proprietors of the Minneapolis Journal and Detroit Tribune, but for the past two years a resident of Santa Monica, Cal., died recently in Minneapolis.

DR. SYLVESTER WILCOX, who founded the Tyndall (S. D.) Tribune Dec. 17, 1881, was killed in an auto accident at Eureka, Cal., recently.

GEORGE F. TUCKER, aged 55, foreman of the mechanical department of the Clinton (Ia.) Advertiser, died in a restaurant at Clinton, Sept. 15.

GEORGE MARTIN, an old-time printer on the Central City (Neb.) Nonpareil, who retired on account of failing health since last spring, died Sept. 12 at Central City.

GEORGE HAUPT, aged 50, formerly with the Corning (N. Y.) Leader, and more recently employed by New England newspapers, died in Corning, following an operation.

GUSTAV HANSMANN, aged 50, for years one of the best known of Kansas journalists, took his own life Sept. 17 by drinking poison. He formerly was associated with the Kingman Journal. Friends said he had been depressed and suffering from ill-health for years.

JOSEPH LUNDY, at one time with the Boston City Press Association and later with the Boston Journal, latterly a prominent Boston lawyer and politician, died recently.

JUDGE UPHOLDS PRESS

Refuses to Bar Publication of Any Occurrence in Court

Federal judges have no power to prevent newspapers from publishing reports of what transpires in open court, Judge J. Stanley Webster, of the Federal District of Eastern Washington, ruled at Spokane when he held that newspapers had a right to publish evidence taken while the jury was out of the room and which had not been admitted.

The request that such evidence be barred from the press was made by H. E. T. Herman, attorney for Frank Kepl, on trial in a liquor conspiracy case. The witness, Chester Gilmore, a farmer boy, asserted he was offered a bribe by an airplane pilot who said he was being "chased by the bulls," and the Government sought to establish connection with an airplane that escaped in the liquor raid after unloading liquor near Spokane.

"I have no power to prevent the newspapers from publishing whatever transpires in open court," Judge Webster held. "Trials are public and my control is limited to the jury. I have found in the past that newspaper accounts of trials in Spokane have been accurate."

DINE ON S. S. LEVIATHAN

Members of New York Ad Club Talk "On to Britain" in Saloon of Liner

More than 700 members of the New York Advertising Club dined on board the S. S. Leviathan the evening of Sept. 27, with after-dinner speeches featuring the "On to Britain" movement and the Advertising Exposition to be held in New York under club auspices in November.

John G. Jones, vice-president of the Alexander Hamilton Institute, was toastmaster. Speakers included: W. J. Love, vice-president of the Emergency Fleet Corporation; H. H. Charles, president of the club; Arthur Freeman, president of the Einson-Freeman Company; William J. Betting, secretary of the exposition's executive committee; and Charles Stelze, club member.

Garbert Heads South Californians

The annual meeting of the Southern California newspaper publishers numbering about 125, met September 24 at Mt. Pomona College, Claremont, Cal. J. R. Garbert, of the Riverside Enterprise was chosen president succeeding Paul W. Moore, Redlands Facts. Other officers elected were Timothy Brownhill, of Puente, secretary-treasurer; F. M. Keffer, Vannuys News, first vice-president; F. S. Hosfelt, Rialto Record, second vice-president; O. M. Cannon, Santa Maria News, third vice-president; E. O. Wickizer, South Pasadena Record, M. D. Witter, Brawley News, J. J. Krouser, Oxnard Courier, B. M. Mariott, Alhambra Advocate, J. L. Matthews, Covina Argus, C. H. Turner, Redondo Reflex and A. V. Douglas, Lahabra Star, directors.

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having circulations varying from 200,000 to 2,000,000 copies per day, have been using DRY MATS for years.

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¶ A trial will prove to you that while Flexideals have been imitated they have never been duplicated. By tying up with them you assure yourself of dependable results day in and day out.

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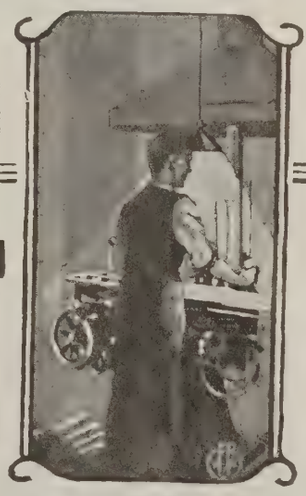

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Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT
(*London Editor*, EDITOR & PUBLISHER)
London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

ENGLAND SAYS "READY FOR 3,000 VISITORS"

Reunion of British Party of 150 Atlantic City Delegates Hears Plans for Convention In 1924

(*Special Cable to* EDITOR & PUBLISHER)

LONDON, Sept. 26.—Readiness of Great Britain to shelter and entertain from 1,000 to 3,000 overseas visitors to the 1924 convention of the Associated Advertising Clubs of the World here next July was announced at a reunion dinner of the Thirty Club and the British Delegation to the Atlantic City convention at the Trocadero Restaurant yesterday. Attendance included almost 150 guests, many of whom traveled far to participate. President Harold Vernon of the Thirty Club was in the chair, supported by Mrs. W. S. Crawford, John Cheshire, Col. and Mrs. E. F. Lawson, Mr. and Mrs. Hugh Paton of Australia, Mr. and Mrs. Horace Imber, Mr. and Mrs. E. J. Robertson, Mr. and Mrs. J. Dodds, Ewan S. Agnew, Mr. and Mrs. F. E. Potter, Sydney Walton and others.

President Vernon reminded the delegates and their guests of their reception in America last June and stated *inter alia* that it had been determined that American delegates to the 1924 convention should arrive in England July 12. The convention will run at Wembley from July 14 to July 19, after which it is planned to take the visitors to country districts, from which many invitations and offers of hospitality are being received.

Advertising interests of Paris also hope to entertain American delegates if it can be arranged.

Hotel reservations in London are already made for over 1,000 guests, but there will be no difficulty in accommodating every delegate, whatever the total number, which would not surprise local people if it reached 3,000.

President Vernon emphasized that immense interest is being shown by the entire country, which means that the convention is for all Britain and not merely for London.

Thirty committees will be formed among various organizations interested and all the delegation of last June will be in charge of management of the convention and organization of the program for next July, Mr. Vernon stated.

John Cheshire, who followed, acknowledged the great services rendered the British delegation by President Lou E. Holland, Hon. E. T. Meredith, F. A. Wilson-Lawrenson, Herbert S. Houston, James W. Brown, A. E. MacKinnon and others.

"I believe we strengthened the ties of international friendship at Atlantic City," Mr. Cheshire said. "We have our great opportunity at next year's convention to strengthen still further that friendship."

Other speakers included Col. Lawson, F. E. Potter, Robert Thornberry, Arthur Chadwick, Hugh Paton, and Mrs. Crawford, who spoke in behalf of the ladies.

"W. S. C." Gives Radio Talk—Recently W. S. Crawford, who looked after the press and publicity arrangements in June, was asked by the British Broadcasting Company to give a radio talk on his impressions of trade in America. Mr. Crawford's talk was to men and it was not difficult to gather from all he said that he was mightily impressed with the way in which business progress was maintained in the United States and that this was very largely due to the enterprising methods employed. He expressed the greatest admiration for both American men and methods, and looked forward to seeing a widespread interest on the part of British business men in the first hand knowledge which would be imparted by our visitors next year. In one North London district a little party of British delegates gathered together on purpose to hear "W. S. C." in his radio talk.

George Scott is back from his Scottish vacation, and in a brief chat indicated that his fellow members of the Thirty Club Committee were already engaged in convention activities.

British Delegation Reunion.—On Sept. 25 was held the first reunion in London of the British delegation which visited Atlantic City last June. It took the form of a reception and dinner at the Trocadero Restaurant. This was not merely a friendly meeting to talk over pleasant memories. It was intended to rope in every willing member to take part in the preliminary work of next year's convention.

Publicity Club's New Season.—The Publicity Club of London opens its new season Monday, Oct. 1, and has invited Sir Charles Higham to take the chair on that occasion.

Murray Allison Ill.—Those who met J. Murray Allison as a member of the British delegation in June will regret to learn of his sudden illness. I am told that he contracted rheumatic fever. Plans for the projected publicity magazine in which Mr. Allison was interested have therefore received a temporary check.

Lord Beaverbrook for Aldwych Club.—The new president of the Aldwych Club of London will be Lord Beaverbrook, proprietor of the Daily and Sunday Express. The installation is expected to take place early in October. The Aldwych Club is the only social rendezvous of advertising men in London.

"London, 1924," Poster Stickers.—The members of the British delegation have been furnished with quantities of artistic poster stickers relating to the convention in London. The use of these on overseas correspondence has brought many interested inquiries, and Andrew Milne, the convention secretary, asks me to say that he will be very pleased to send a parcel of these poster stickers to any American friend who wants to help on the good cause and stimulate interest on your side. The secretaries of advertising clubs are specially invited to make use of them and a request to Andrew Milne at the convention offices, Sentinel House, Southampton Row, London, W. C. 1, will bring supplies.

Kansas City Ad Club Elects

New officers of the Kansas City Ad Club were recently installed, as follows: H. P. Comstock, president; Mrs. Frances M. Connelly, vice-president; W. R. Snodgrass, treasurer; W. G. Ramdall, executive secretary; George M. Husser, secretary.

Kingston Standard 113 Years Old

The Kingston (Ont.) Daily Standard on Sept. 25 entered on its 114th year of publication.

When you come to London—

One of the things that of a certainty will impress you will be the ubiquity of JOHN BULL. With an influence second to none in the Country, this great paper reaches *all* sections of the spending public in Great Britain.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.

JOHN BULL

For Advertising Rates and Particulars write: PHILIP EMANUEL, *Advertisement Manager* ODHAMS PRESS, LTD. 57-59, Long Acre, London, W.C.2. Eng.

Daily Mail

A few famous American firms who have built up enormous sales for their products in Britain with the aid of publicity in THE DAILY MAIL:

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Grape Nuts
Heinz, H. J., & Co., Ltd.
Kodak
Paige Motors
Palmolive Soap
Pepsodent Co.
Royal Worcester Corsets
Sun Maid Raisins
Waterman Fountain Pens
Williams Shaving Soap

This list could be multiplied many times. Experience for more than a quarter of a century proves that the greatest business-builder in England, Scotland, Ireland and Wales, is publicity in the

DAILY MAIL
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MILWAUKEE

is the ideal try-out market. Representative in size—not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—

The Milwaukee JOURNAL FIRST-by Merit

THE BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.

BOSTON AMERICAN

Leading Advertisers Buy 9000 pages

Excerpt from speech made by the Chairman of The Amalgamated Press (1922) Ltd. at the Annual General Meeting, August 27, 1923.

I AM glad to report that the year's revenue from advertisements has again far exceeded all previous records. During the past five years—that is from the first full year after the conclusion of the war—the revenue from this source has much more than doubled itself. And this is in spite of the fact that rates have been reduced where possible.

Year by year advertisers realise more fully the importance and value of your publications as "business bringers." Indeed, it is doubtful whether there is anywhere a selling organization comparable to that constituted by the Amalgamated Press publications.

Many of your periodicals, as you know, are not open to the advertiser. The combined net sale per issue of those which do accept advertisements is nearer six million copies than five. I do not exaggerate when I say that these periodicals and magazines form the greatest self-contained publicity machine of its kind in the world. Greatest, not only in point of numbers, but in the extent and variety of its appeal.

There is not a class or section of the public which is not catered for by some one or other, or by a group of these publications; there is no district in the British Isles not covered by them. In 98 per cent. of the homes of England, Scotland, Wales—yes, and Ireland—some one or more of your publications is read regularly.

I should like to mention one other figure—it is significant. During the year just closed nearly 9,000 full pages of advertisements in your journals were purchased and paid for by advertisers. This figure stands quite unrivalled. No other periodical publishing house in the country can afford the advertiser similar scope or offer him facilities and opportunities that can even compare with those provided by the Amalgamated Press.

Answers is, of course, a household word, and announcements in its columns continue to show advertisers exceptional results. Our three highest-grade magazines, the *London Magazine*, *My Magazine*, and the *Premier Magazine*—and *Home Chat*, the premier weekly paper for women—have all been doing exceedingly good business, and stand higher than ever before in the estimation of advertisers.

Fashions for All, *Home Fashions*, *Children's Dress*, the *Best Way* series, *Woman's Pictorial*, and *Woman's Weekly*, provide the advertiser of all articles appealing to women with an exceptional field, of which increasing advantage is being taken. Indeed, these papers, with the addition of *Home Chat*, *Woman's World*, *Home Companion*, and *Family Journal*, may be said to cover completely and efficiently the entire woman's market.

Our religious section, the *Sunday Companion* and *Sunday Circle*, together with their old-established companion papers, *Sunday Stories* and *Horner's Stories*, steadily maintain their influence. The *Sunday Companion* has the largest circulation of any religious paper in the country.

Sir GEORGE SUTTON, Bart.
Chairman,
The Amalgamated Press (1922) Ltd.

The only Periodical and Magazine Publishing Company in the World that owns its own printing plant, makes its own ink and its own paper, and owns its own forests for the making of pulp. Its publications constitute

The Greatest Self-Contained Publicity Machine in the World

AMALGAMATED PRESS PUBLICATIONS

For full particulars apply to
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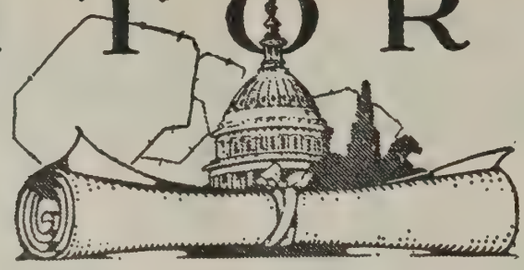
EDITORIAL



AN EXPENSIVE CARRIER OF NEWS

AT the east end of the Post Office Building in Washington there is an inscription, which, in a few words, expresses the purpose of our Post Office: "Carrier of news and knowledge, instrument of trade and industry, promoter of mutual acquaintance, of peace and good will among men and nations."

Very nice. Very neat. But, under present mail conditions, especially in regard to second class rates, we believe that two words might preface the inscription, making it read: "An Expensive Carrier of News."

Strange, isn't it, that of all classes of mails that used by newspapers, magazines and periodicals, should still be assessed wartime prices?

Regular business during the war was charged three cents for each letter. Now it only pays two.

But the rates on second class mail matter has increased 475 per cent since July 1, 1918 and that terrific increase is still maintained. As publishers are all aware, we enjoyed a flat rate of one cent per pound until the enactment of the War Revenue Measure of October 3, 1917. This measure, created to defray war expenses, imposed upon publishers a varying progressive rate based upon zone classification, and has added tremendously to their expense.

The added burden was shouldered without a grumble. Now the publishers feel they have the right to expect a lightening of the load.

Will they get it?

A Post Office Committee started September 21 a thirty-day weighing and counting test in the post offices of the fifty leading cities of the United States. With a half a million dollars at their command, this committee is attempting to put the Post Office Department on a business basis. They certainly should succeed.

And, if they are successful, what will result?

A proper handling of the figures obtained should prove that parcel post rates are too low and that second class rates are too high. Drastic revision, consequently, should follow.

The existing rates on second class matter are those established by the Act of 1879 as amended in 1884, 1885 and 1917, and are, divided into seven groups:

(1) A rate of 1½ cents a pound on the weight of reading matter with a graded rate from 2 cents to 10 cents a pound on the weight of the advertising matter (depending on the zone to which destined) on copies mailed by publishers to subscribers, to news agents and as sample copies.

(2) The free-of-postage rate on copies mailed to subscribers residing in the county where the publications are printed and published, when not addressed for delivery at a city letter-carrier office.

(3) The cent-a-pound rate on copies mailed for delivery by rural carriers when emanating from a city letter-carrier office.

(4) The cent-a-pound rate on weekly publications mailed for delivery at a city letter-carrier office.

(5) The cent-a-copy rate for newspapers, other than weeklies, and for periodicals, not exceeding two ounces in weight, when deposited at a city letter-carrier office for local delivery by carriers.

(6) The rate of 2 cents a copy for periodicals exceeding two ounces in weight when deposited at a city letter-carrier office for local delivery by carriers.

(7) The rate of 1 cent for each four ounces for copies mailed by others than publishers or news agents.

The foolish part of the whole matter is that these advances were not the result of a scientific study of costs and a corresponding adjustment of the rates on all classes of mails, but simply the carrying out of the Post Office Department's guess that the second class was responsible for the department's deficit, and the opinion that the publisher could afford to pay.

It is to be hoped that the Post Office Department is at last approaching a business basis, by the scientific study of costs which has been promised. Perhaps then the Post Office Building will be able to wear her inscription proudly, without forever suggesting to the minds of publishers that distribution of their product, which promotes education, inspires Americanism and stimulates right thinking is possible only at a cost, beyond the financial responsibilities of the daily newspaper.

DIVINE STANDARDS OF JUDGING THE TRUE AND THE FALSE.

Section 17.—Matthew 7:13-29.

13 ¶Enter ye in at the strait gate: for wide is the gate, and broad is the way, that leadeth to destruction, and many there be which go in thereat:

14 Because strait is the gate, and narrow is the way, which leadeth unto life, and few there be that find it.

15 ¶Beware of false prophets, which come to you in sheep's clothing, but inwardly they are ravening wolves.

16 Ye shall know them by their fruits. Do men gather grapes of thorns, or figs of thistles?

17 Even so every good tree bringeth forth good fruit; but a corrupt tree bringeth forth evil fruit.

18 A good tree cannot bring forth evil fruit, neither can a corrupt tree bring forth good fruit.

19 Every tree that bringeth not forth good fruit is hewn down, and cast into the fire.

20 Wherefore by their fruits ye shall know them.

21 ¶Not every one that saith unto me, Lord, Lord, shall enter into the kingdom of heaven; but he that doeth the will of my Father which is in heaven.

22 Many will say to me in that day, Lord, Lord, have we not prophesied in thy name? and in thy name have cast out devils? and in thy name done many wonderful works?

23 And then will I profess unto them, I never knew you: depart from me, ye that work iniquity.

24 ¶Therefore whosoever heareth these sayings of mine, and doeth them, I will liken him unto a wise man, which built his house upon a rock;

25 And the rain descended, and the floods came, and the winds blew, and beat upon that house; and it fell not: for it was founded upon a rock.

26 And every one that heareth these sayings of mine, and doeth them not, shall be likened unto a foolish man, which built his house upon the sand:

27 And the rain descended, and the floods came, and the winds blew, and beat upon that house; and it fell: and great was the fall of it.

28 And it came to pass, when Jesus had ended these sayings, the people were astonished at his doctrine:

29 For he taught them as one having authority, and not as the scribes.

BERRY WINS!

PARADISE hasn't made New York permanent headquarters, but New York publishers, after they wash their hands, change their collars and stand in their pressroom galleries may make the mistake of believing it has. President David Simons and his rebellious union of pressmen are no longer factors in the local situation. Their pin-pricking of the past year and a half, concluded by a strike without notice to either employers or international officers, finally brought about a situation which the pressmen themselves want to change, even if it is necessary to confess defeat.

The strike has not been wholly a disaster for anyone concerned. The newspapers are rid of a quarrelsome, Russianized union administration. The international union is free of a body which cast a large vote, but never one in sympathy with union policies. Advertisers are rid of notions that the newspapers are not wholly necessary to their continued existence. And the pressmen, presumably, have learned that management of newspapers is not included in their certificates of competency.

The strike and its sequels have been unpleasant but healthy. No new union of New York web pressmen will be organized until the present excitement dies away and the membership regain a proper conception of their mutual relations with their employers. Union men they will remain, of course, for the New York publishers do not change overnight the policy that they have followed for 30 years—the principle of collective bargaining on both sides, with arbitration of difficulties that cannot be settled directly. No union could have expectantly asked for more than was granted their rebel pressmen by the publishers and no lesser punishment could have been expected for violation of the decencies of industrial bargaining.

President Berry has acted honestly, with the best interests of trades unionism in view, in revoking the charter of the rebellious New York members. He vindicates the publishers completely, clearing them of the lying charges that the disgruntled local union heads have made publicly. From them he deserves a strong testimonial, but one not a whit stronger than that he should receive from his own organization and from the entire body of organized labor. His task and his accomplishment of it struck deep to fundamentals.

SUPER COLOR IN NEWSPAPERS

COLOR advertising in newspapers of a quality reached by few magazines will be an established fact after January 1, according to well-founded reports now current in New York. One development which is heralded as revolutionary is now being worked out by the Chicago Tribune. Particulars can not now be secured for publication, but it is believed that the Tribune has developed its "coloroto" process to the point where it can offer national advertisers the speed of newspapers with better than the quality of so-called "national" media.

Another development which has been noticed by EDITOR & PUBLISHER is a magazine in color to be issued by the Kansas City Star early in 1924.

A dummy has been prepared by the Claybourne Process Corporation, Milwaukee, for the Star, in the form of a 32-page magazine about 11 x 17 inches page size on heavy plate paper. The cover reproduces Gainsborough's "Blue Boy" in color and details that match the original. The inside back and front covers appear to be rotogravure, one in brown, one in green, while the back cover, in a specimen hotel advertisement, depicts a magnificent ballroom, overshadowed by a giant peacock, in full color.

Several pages of fiction each carry illustrations in two, three or four colors, an art feature fashions and a children's page carry full pages of pictures, with true colors and perfectly registered. Travelogue and two Bible features are richly illustrated.

Further development is almost complete, it is understood, and is expected to place newspapers in the forefront as the logical media for color advertising. The process calls for newspaper production conditions and is said to be as rapid as black and white work.

While newspaper advertising in color is not new—the American Weekly has been highly profitable both to Mr. Hearst and its advertisers—the near future promises developments that are revolutionary. When newspapers can offer their intense reader interest combined with super-magazine art work, their place as THE national advertising medium will be impregnable.

WHY A TRUTH WEEK?

THE Better Business Bureau of the Associated Advertising Clubs of the World meeting in Kansas City has decided that one of the great needs of the world is a "Truth Week."

Maybe so, and February should be a good month for it. As we reckon today the birthdays of both Washington and Lincoln fall in it.

But why a truth week?

In advertising that lives and counts truth is the keynote three hundred and sixty-five days a year. This applies as well to the verbal advertising propounded by highly commissioned salesmen as it does to the more far-reaching printed word.

Truth in advertising is much more than a balance sheet aide; it is a capital investment builder.

PERSONAL

NORMAN E. MACK, who has been editor and publisher of the Buffalo Daily Times for two score years, received many congratulations on the occasion of the paper's 40th birthday anniversary.

Arthur Brisbane is scheduled to address the Cleveland Advertising Club, probably in December.

Col. H. Nelson, owner of the Burlington (Vt.) Daily News, has returned from Brussels, where he attended the fourth annual congress of the Inter-Allied Veterans' Association, of which he was re-elected American vice-president.

Oscar Woodruff, editor of the Dansville (N. Y.) Express, observed his 84th anniversary by putting in a full day at his office.

H. F. Henrichs, newspaper broker, of Litchfield, Ill., reports a harrowing experience in a hydroplane with his family on the Pacific Ocean Aug. 21. The Henrichs were returning to San Pedro, Cal., from Avalon, Catalina, when the plane in which they were riding became disabled and dropped into the sea. A stiff wind was blowing and the waves were mountainous. The pilot succeeded after three hours in starting the motor and the plane was 'taxied" to shore.

W. L. Jackson, associate editor and owner of the Albany (Ore.) Evening Democrat, has been appointed a member of the State Parole Board. He is a Democrat and a close friend of Governor Pierce.

M. E. Foster, publisher of the Houston Chronicle has returned from a visit in California.

Dr. Herbert Adams Gibbons, lecturer and journalist, has been selected to deliver three of the four lectures to be presented in Davenport, Ia., this Winter under auspices of the University Extension society. Dates will be Nov. 16, 22 and 26.

H. L. Moody, who recently sold his interests in the Redding (Cal.) Searchlight to his son, has been named by Governor Richardson as a member of the Board of Supervisors of Shasta County.

Arch T. Hollenbeck of West Plains, Mo., chairman of the State Prison Board, announces he will resign to become postmaster of West Plains. He was for many years owner and editor of the West Plains Journal.

Karl H. von Wiegand, Berlin correspondent for the Hearst publications, with Otto Tolischus, who will act as his assistant, returned to Germany this week, sailing on the Berengaria. Tolischus was formerly with the Cleveland Press. He was born in Memel, and had just recently returned from a visit to his native land.

James T. Klobert, formerly of the New York office, has been appointed manager of the Central Division of the United Press Associations, with headquarters in Chicago.

John C. Shaffer, editor and owner of the Rocky Mountain News and Denver Times, entertained Walter Leaf of London, former president of the English Institute of America, during his recent visit in Denver.

Newton H. Aspden, director of the Pall Mall Gazette, London, arrived in this country this week on the Adriatic.

A. F. Henning, for some time financial editor of the Dallas Morning News, published by A. H. Belo & Co., has been selected as director of the School of Journalism of Southern Methodist University, Dallas. Mr. Henning will leave the employ of A. H. Belo & Co., and enter on his new duties Oct. 1. Mr. Henning has been in newspaper work for 35 years, all of which time, save one year, has been in Texas. He was with the Associated Press, in charge of its bureau in Memphis, Tenn., for one year. He has been with the Dallas News for eleven years.

R. E. Delaplaine, one of the publishers of the Frederick (Md.) News and Post, was foreman of the Frederick County Grand Jury, recently adjourned after a record-breaking session. The jury returned 71 indictments, advocated severe penalties for intoxicated auto drivers and gun toters, and scored "they say" rumors as being founded on idle gossip and causing harm to innocent persons.

Mme. Marie Jonnesco, personal representative of Queen Marie of Rumania, and writer for Paris newspapers, is traveling in America this Summer, gathering material for a book of American impressions.

H. H. Hoffman, business manager of Allied Newspapers, Inc., is now located in Cleveland, in charge of the Cleveland office.

J. L. Hammell has been made Southern manager of Allied Newspapers, Inc., with headquarters at St. Louis.

Lynn Gamble who has been in the St. Louis office of Allied Newspapers, Inc., is now located with the Chicago office.

IN THE EDITORIAL ROOMS

REORGANIZATION of the news staff of the Cedar Rapids (Ia.) Republican is announced. E. R. Appel, for four years city editor of the Des Moines Evening Tribune, heads the staff as managing editor. Randolph Jenness, another Des Moines newspaper man, secured from the Register, joins the staff. Art Gossard, for the last year director of physical education at Coe College, is the new sports editor. John L. Fletcher continues as editor of the farm page. Don VanMetre retains his post as city editor.

Clifton Otley has resigned from the Chicago Daily News to attend the University of Chicago. He plans to work on the Daily Maroon, university newspaper.

Harriet Lamberson has quit the Sunday room of the Chicago Tribune and returned to her home town, Colon, Mich., where she will be society editor of the local newspaper.

Virginius Dabney, reporter on the Richmond (Va.) News Leader, reached the semi-finals in the annual tennis tournament at the Country Club of Virginia. He was one of the star tennis players of the University of Virginia while a student there.

Sidney J. Stall has resigned as assistant city editor of the Buffalo Evening News and has entered the University of Pennsylvania. He was given a farewell dinner by the News staff. William G. Hippler, formerly city editor of the Buffalo Commercial, succeeds Stall. Richard Murray has been made vicinity editor of the News, succeeding Joe Palmer, who is covering the federal beat.

Jack O'Brien, for a long time sporting editor of the San Antonio Evening News, has resigned. At present he is attached to the San Antonio Golf Association, assisting that organization in connection with a Chamber of Commerce publicity fund campaign. Bob Bennett now is doing some sports in addition to feature writing for the News.

Gordon Shearer has returned to San Antonio from the San Francisco Chronicle and is now assistant to City Editor Webb C. Artz of the Evening News. He succeeded Capt. Oliver F. Holden, resigned, who left for Cleveland.

L. V. Flackler has returned to the copy desk of the St. Paul Pioneer Press after spending the Summer as Boy Scout executive in North Dakota.

Gordon Erskine has resigned from the St. Paul Dispatch copy desk to enter the advertising field.

Hobart Graves, court and law reporter for the Watertown (N. Y.) Standard, has returned from a motor trip through New England.

Herman H. West, veteran newspaper man of Richmond, Va., is at Stuart Circle Hospital in that city under treatment for injuries sustained when he fell down a flight of stairs in his home. West was for many years state news editor for the Richmond News Leader. For the past year he has been on the copy desk of the Times-Dispatch.

Miss Maxine Spengler, for two years connected with the women's department of the Duluth News Tribune, has resigned to become assistant director of a music studio.

William Ellyson, formerly a reporter on the Richmond (Va.) News Leader, arrived in the harbor of Yokohama on the Empress of Canada just two days after the earthquake and wrote a detailed description for the News Leader. Ellyson left Richmond Aug. 15 for a year of missionary work in China, having resigned from the city staff a short time previously.

Jerre C. Murphy, formerly editorial writer on the Milwaukee (Wis.) Sentinel and later editor of the newspapers of the Amalgamated Copper Company of Montana, has been appointed secretary of the Builders Exchange of San Diego, Cal., where he recently sold his interests in the Commercial Print Shop.

Kent Eubanks, oil editor and feature writer of the Wichita Eagle, is a grandfather, his daughter, Mrs. Lee Purcell of Wichita, having given birth to a baby son.

Henry Emery of the La Grange (Ga.) Reporter, has gone to Chattanooga. He has been succeeded by D. Wood Harry, who left the Macon Telegraph.

W. O. Briggs has returned to the Clinton (Ia.) Herald, after 23 years with the Clinton Advertiser and following the disposal of his interests in the Clinton County Advocate, which he published the last 10 years.

Bret Neece, sporting editor of the Galesburg (Ill.) Mail for more than a year, has gone to the Irwin Paper Company of Quincy, and will represent the company in this field. W. B. Creighton, Chicago newspaper man, has succeeded him.

J. W. Murphy, editor of the Burlington (Ia.) Saturday Evening Post, went to Kahoka, Mo., to attend the annual Old Settlers Picnic and visit relatives.

Helen Black, dramatic editor of the Rocky Mountain News and Denver Times, is recuperating at a mountain resort from a nervous breakdown.

Mattie Durkee, reporter on the Denver Times, has left the newspaper world for an advertising career. She is to have charge of the advertising department of the Lewis & Son Dry Goods Co., one of the largest Denver department stores, where she succeeds Robert E. Turner.

Deane H. Dickson and Harvey T. Sethman, of the editorial staff of the Rocky Mountain News and Denver Times, took the Denver Optimist Club "around the world in 30 minutes" at a recent luncheon, when they recounted some of the experiences encountered in the six months' tour of the world from which they had just returned.

Doris Wilder, reporter and feature writer on the Rocky Mountain News and Denver Times, has resigned to teach in the public schools of Grainfield, Kan.

"Dick" Harrison, city editor of the Saskatoon (Sask.) Daily Star, has returned from a three weeks' vacation in Montreal.

Lucile Stubbs, society editor of the Rocky Mountain News, Denver, has been made assistant professor of German at

FOLKS WORTH KNOWING

AT A MEETING of the board of directors of the Association of National Advertisers, Philip L. Thomson was elected president to serve until the annual meeting in November, this being the unexpired portion of the term of office of George B. Sharpe, who died Aug. 10. Mr. Thomson's election follows service as a director, and since 1921 as a vice-president of the association; also as chairman of the executive committee during the past year.

PHILIP L. THOMSON

Mr. Thomson began his business career in 1903 following his graduation from Union College in 1900 and from Harvard in 1902. During the period he was in college and in the year following, he engaged in newspaper work.

"From the beginning of his association with the Western Electric Company his advancement was rapid. He became successively manager of headquarters at Pittsburgh and director of advertising and publicity. As publicity director, he has developed all publicity activities in this country. Last spring he spent two months in Europe in connection with the publicity problems of the International Western Electric Company.

He is a member of the Advertising Club of New York, the National Electric Light Association, the Society for Electrical Development and the American Electric Railway Association.

At the same meeting, Ralph Starr Butler, advertising manager of the United States Rubber Company, was elected a vice-president to succeed Mr. Thomson; Robert K. Leavitt, advertising Manager of Onyx Hosiery, Inc., was elected a director to succeed Mr. Butler. Stanley H. Twist, advertising manager and assistant sales manager of the Onyx Hosiery, Inc., was elected a director in the place of Edwin E. Taylor, recently resigned from the advertising managership of the Carnation Milk Products Company.

The Haskin Service is used by both small papers and the great dailies because it serves all of them in the same efficient way.

the University of Colorado and has left for Boulder, the seat of the university. Eileen O'Connor is at present society editor.

Albert Richard Wetjen, formerly connected with Oregon newspapers and a writer of short stories, has located at Duluth.

A. F. McKean, a 1923 graduate of the Saskatchewan College of Agriculture, has been appointed agricultural editor of the Saskatoon Daily Star.

Donald Cluxton, former member of the Junior News Staff of the Rocky Mountain News and Denver Times, was elected temporary president of the freshman class of Denver University.

Ralph Quick, sporting editor of the Springfield (O.) Morning Sun, has resigned to return to Akron to complete his studies at Akron University. He also will serve as assistant sporting editor of the Beacon-Journal.

Charles Lisle, who left the editorial staff of the Salem (Ore.) Statesman to take up work in connection with the Government's agricultural bulletins, has been stationed at Madison, Wis.

Byron G. Seamans, editor of the Pulaski (N. Y.) Democrat, has accepted a call to supply the pulpit of the First Presbyterian Church at Williamstown, 16 miles from Pulaski, until a permanent pastor can be secured. Seamans has acted as a lay preacher for many years.

John O. Nelson, city editor of the Brooklyn (N. Y.) Standard Union, has been appointed managing editor of the Elizabeth (N. J.) Evening Times. Nelson started his newspaper experience in Perth Amboy, N. J. He has filled the position of managing editor on the Lima (O.) Republican Gazette, news editor of the Paterson (N. J.) Morning Call, managing editor of the Martins Ferry (O.) Daily Times, and has been connected with several of the New York City newspapers in executive capacities on their news staffs. Val A. Fallon remains as city editor of the Elizabeth Evening Times.

George Hill has been appointed editor of the Shidler (Okla.) Press-Derrick-News.

R. W. Wetengel, publisher of the Binger (Okla.) Journal, announces the appointment of P. B. Waltrous of Walters, as editor.

Bert Huddleston, reporter for the Healdton (Okla.) Herald, has resigned to return to the University of Oklahoma.

Miss Mary Thomas, reporter for two years on the Woodward (Okla.) Democrat, has left for Oklahoma City, where she will enter school.

O. L. Browning, formerly of the Duncan (Okla.) Eagle, has been employed as city editor of the Alva (Okla.) Record by S. C. Timmons, editor.

Olson L. Anderson has been appointed as editor of the Tryon (Okla.) Journal by E. W. Eaton, publisher.

Hutton Bellah, who resigned from the Oklahoma School of Journalism faculty last Spring to become city editor of the Norman (Okla.) Transcript, has been reappointed to the faculty with the rank of assistant professor of journalism.

A. G. Hardin, editor of the Port Towson (Okla.) News, was appointed as receiver for the Hugo (Okla.) Free Press, Farm-Labor weekly, edited by M. L. Meisenheimer.

John H. Carter, city editor of the Lancaster (Pa.) News Journal, has been appointed editor of the Lancaster Sunday News.

Carl O. Dennewitz, Berlin correspondent of the New York Sun, lives in the palace of the former Crown Prince of Germany on Unter den Linden. The main castle is now a museum, but in one wing apartments are maintained for the caretaker and his family. The old caretaker, having a few rooms to spare and being in need of a few extra marks, rented a portion of his dwelling to Dennewitz.

S. B. Conger, Berlin correspondent of the Philadelphia Public Ledger, is convalescing in Switzerland from a breakdown. During his absence, Percy Noel, of the Ledger's London office, is substituting in Berlin.

Herbert Walter Troth, city editor of the Sioux Falls (S. D.) Daily Argus-Leader, suddenly decided to leave Sioux Falls for California. A big dinner was arranged in his honor. The newspaper went one better, however, and issued a banquet extra on his departure, featuring rumors of his marriage.

MAKES EARLY START

ELEVEN years ago a stranger in the land; today, managing editor of a daily newspaper. And this at the age of 23!

HARRY MILLER

Such is the remarkable story of Harry Miller of the Bloomington (Ill.) Bulletin.

Landing in America in March, 1912, after several weeks' journey from the Ukraine, Mr. Miller's family settled in Chicago. Harry entered the public schools of that city and received his diploma two years later. He then went to work for a leading book house while he continued his high school studies at night.

In 1917 he began as a copy boy on the old Chicago Herald. His night's work done, he spent the greater portion of the day in a school of journalism, thus combining theory and practice. Since then he has held jobs as a reporter, editor of a weekly paper, city editor, and his present post, which he has administered nearly two years.

AMONG THE AD FOLKS

M. H. ROMIG, Moline, Ill., advertising manager of the Barnard & Leas Mfg. Co., won first prize of $100 in the Peoples Power Company contest for the best answer to the question, "Why the United Light & Railways Company Is Selling Its 7 Per Cent Prior Preferred Shares to Its Customers." His letter contained about 1,600 words. It was published in the Davenport (Ia.) Democrat of Sept. 16.

Miss Florence Anderson, advertising and publicity manager of the J. H. Hansen-Cadillac Co., Omaha, has resigned and left for Baltimore.

H. R. Herzberg has left the Gardner-Glen Buck Company, St. Louis to join the staff of Warwick Typographers, that city.

George H. B. Jordan, for the last two years advertising manager for Ely & Walker Dry Goods Company, St. Louis, has resigned to be connected with Sanders & Melsheimer, engravers.

S. E. Carter, former advertising manager of Retail Selling, Oklahoma City, and previously advertising manager of the El Paso (Tex.) Times, has been made editor of Merchandise News, house organ of Ely & Walker Dry Goods Company, St. Louis.

Frederic A. Christiancy has been appointed advertising manager of the Central West Casualty Company, which will shortly begin operations at 931 East Jefferson avenue, Detroit. An extensive advertising campaign will probably be carried out soon. Mr. Christiancy has been advertising manager of the Michigan Mutual Liability Company for four years, and prior to that time was with the Standard Accident Insurance Company for more than twenty years.

Gordon H. Cilley, advertising manager of the Wanamaker store in Philadelphia, has been commissioned a major in the United States Army Reserve Corps. He will serve, whenever called to active duty, as a staff specialist in connection with training camp publicity.

Gordon W. Kingsbury, for 10 years advertising manager for the Diamond Crystal Salt Company of St. Clair, Mich., has resigned to enter the advertising field in Detroit, with the Schweim & Kingsbury Advertising Company.

WITH THE SPECIALS

THE WAUSAU (WIS.) DAILY RECORD-HERALD announces the appointment of Prudden, King & Prudden, Inc., as its Eastern representative, effective Oct. 1.

The Thomas F. Clark Company, New York, has just been appointed the exclusive representative of the Daily Imperial Valley Press, El Centro, Cal., and the Daily Statesman, Salem, Ore.

Robert E. Ward, Inc., publishers' representatives, Chicago and New York, announces that, effective Oct. 1, William C. Webber, formerly connected with the Gundlach Agency, will join its forces.

Leo Le Vine, advertising manager of the Salt Lake City Deseret News, is setting up in business in Salt Lake City as a publishers' representative. He will handle a string of country newspapers.

IN THE BUSINESS OFFICE

WILL GOETTLING former business manager of the Japan Advertiser and the Trans-Pacific Magazine, Tokio, has become associate professor of foreign trade in the School of Business Administration at the State University of Oregon.

Joe Fitzgerald and Chester Campbell have moved into the business survey department of the Chicago Tribune from the local advertising division. L. A. Weary and M. M. Lowe, of the business survey branch, have been transferred into the merchandising department.

James H. Howell, manager of the Dinuba (Cal.) Daily Sentinel, former resident of Decatur, Ill., recently visited relatives and friends in that city, where he was formerly a telegraph operator.

W. H. Whalen, assistant business manager Chicago Tribune, is back from a trip into the timberlands of the newspaper at Shelter Bay, Canada. Lyman Appell, head of the photographic department, recently completed a similar journey.

Edward J. Weis has been made manager of the Muscatine, Ia., office of the Davenport Democrat, succeeding Robert Votaw, who has entered the University of Iowa at Iowa City.

Steve Kelton, foreign advertising manager of the Houston Chronicle, is the author of an elaborate booklet issued by the Chronicle to foreign advertising clients.

IN THE AGENCY FIELD

R. M. BARNETT, formerly chief copywriter in the advertising department of R. H. Macy & Co., New York, has joined the Eastern copy staff of Dorrance, Sullivan & Company, and will be located at the New York office.

Edmund D. Carey, second vice-president of and for 25 years associated with the Textile Publishing Company, publisher of the Dry Goods Economist, has associated himself with the Littlehale Advertising Agency, Inc.

The advertising agency of Richard L. Fenton, Little building, Boston, has moved to new and larger quarters in the Beacon building, 31 Milk street, Boston.

S. Deane Wasson, advertising counsel, has moved from San Antonio to Houston. He will have his offices in the Chronicle building.

B. F. McGuirl, former vice-president of the Potts Turnbull Advertising Agency,

Watch for Date Next Week

Series No. 4 is almost ready but we don't want to disappoint you. We won't announce it until the printer has delivered the proofs.

This church preliminary copy consists of 25 ads of 200 words each with such titles as these:

WHEN THE CAR NEEDS WASHING
THEY WHISTLE AS THEY WORK
THE BIBLE FOR QUARTERBACKS
YOU AND YOUR BUTCHER
THE BIBLE AS A SALES MANUAL
WHAT SHALL WE DO SUNDAY?

These will be offered at $10 for the series except to the largest papers. It is hoped that this payment will cover the cost of the printing and promotion.

Proofs will be sent without charge on request.

Address HERBERT H. SMITH,
518 Witherspoon Building, Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

LOS ANGELES
EVENING HERALD
Los Angeles, Calif.
Gained 20,347 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

In
New Orleans
it's
THE
ITEM

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

"The African World"
AND
"Cape-to-Cairo Express"
Published every Saturday in London.

RESPONSIVE
CIRCULATION
is the life of advertising. Get it in the
NEW YORK
EVENING JOURNAL

of Kansas City, has become a member of the Ferry-Hanly Advertising Agency, that city. McGuirl was with the advertising department of Sears-Roebuck, Chicago, before going to Kansas City. He is a specialist in market analysis and merchandising plans.

Smith & Ferris, Los Angeles advertising agency, has filed articles of incorporation with a capital of $100,000. The incorporators are A. Carman Smith, O. L. Ferris and C. F. Frank.

DAYS OF SPORT

THE NEWSBOYS employed by the Ypsilanti (Mich.) Daily Press visited the Michigan State Fair, and also one of the big auto factories in Detroit, as the guests of the newspaper. The boys left Ypsilanti early in the day in automobiles and were chaperoned by Erwin Kleinwert, circulation manager of the Press, and other members of the staff.

Sixty-five route boys of the circulation department of the Brooklyn Daily Eagle recently held their second annual outing at Bayside, L. I. The arrangements for the outing were carried out by a committee including Michael J. Burke, manager of the circulation department; his assistant, David J. Robertson; Thomas M. Clary of the same department; Arthur Lozier, Guy Wilson and J. C. Draper, all of the news department.

Twelve of Denver's best amateur and "semi-pro" baseball teams are competing for the city championship in the first city baseball tournament sponsored by the Rocky Mountain News and Denver Times being held Saturday, Sept. 22 to Oct. 7.

Members of the Chicago Tribune's coloroto plant held a picnic recently on the North Shore. About 200 attended.

Members of the Chicago Tribune's auditing department attended a picnic held in the woods at Des Plaines, Ill. They left Chicago on a special train. Members of the families were along with basket lunches and the feast was followed by races and other games.

The El Paso Herald held its fourth annual picnic recently, entertaining large numbers of boys and girls, who had secured subscriptions for the newspaper. H. H. Fris, circulation manager, was in charge. More than $400 in prizes were presented the winners in 60 games, contests and stunts. More than 1,800 tried to catch a greased pig.

HOLDING NEW POSTS

HOWARD BANGS, copyreader, New York American.

W. D. Kuster, editorial staff, Lancaster (Pa.) New Era.

Miss Ina Karson, assistant society editor, Springfield (O.) Sun.

Miss Isabelle Peck, reporter and Sunday magazine feature writer, Denver Rocky Mountain News.

Kent Lighty, New Bedford (Mass.) Standard, formerly with Wisconsin State Journal and New Orleans Item.

Jack Bailey, Sioux Falls (S. D.) Argus-Leader, formerly with Aberdeen (S. D.) Journal.

O. L. Barbour, editorial writer Moncton (N. B.) Evening Transcript, formerly with St. John (N. B.) Daily Telegraph.

Miss Gertrude Lynahan, on city staff Springfield (Mass.) Union, formerly with Corning (N. Y.) Leader.

Paul Sifton, copyreader, New York Call, formerly with Chicago Journal.

SEEING THE WORLD

EDITH WILLIAMS POWELL, art critic, has sailed for Paris. She resigned from the Philadelphia Public Ledger a few weeks ago for a sojourn of several months in Europe. She will write a number of magazine articles to be followed by a syndicated newspaper series.

Don H. Upjohn, for a long time State Capital correspondent for the Portland Oregonian, later private secretary to Governor Olcott, and now owner of a gladiolus farm at Salem, is visiting his former home in Michigan.

Everett Earle Stannard, of the Albany (Ore.) Sunday Democrat staff, is spending a vacation in Southern Oregon.

Chris Smith, police reporter for the Saskatoon (Sask.) Daily Star, spent part of his summer vacation in Prince Albert jail, one of Western Canada's largest penal institutions, where he secured copy for a page feature story.

Alan Pradt, telegraph editor of the Wausau (Wis.) Record-Herald, who has been spending the Summer at Lake Catherine, resumed his duties Sept. 24. Miss Josephine Coates, who has been doing his work, returns to the University of Wisconsin this Winter.

SPECIAL EDITIONS

STREATOR, (ILL.) DAILY FREE PRESS, 50th Anniversary Edition, 56 pages, Aug. 9.

Miami (Okla.) News, Fair Edition, 44 pages, Sept. 9.

Hattiesburg (Miss.) American, Motorcade Edition, 20 pages, Sept. 10.

San Antonio Evening News, Greater San Antonio Edition, Sept. 13.

Witchita Daily Eagle, Special Advertiser's Edition, Aug. 1.

Twin City (N. C.) Sentinel, Winston-Salem, N. C., Fashion Section, 48 pages, Sept. 21.

Vancouver (B. C.) Sun, "Western Route Edition," Sept. 11.

NEW PUBLICATIONS

SOUTHBRIDGE (MASS.) DAILY NEWS, established by the Central Massachusetts Publishing Company, as a two-cent evening newspaper. Representatives in the foreign field are Payne, Burns & Smith, Inc., Boston and New York, and G. Logan Payne Company, of Detroit, Chicago and Los Angeles.

Manter (Kan.) Citizen-Press, established by Charles H. Tibbetts, formerly of Jackson, Mich.

Webster (Mass.) Daily Times succeeds the Weekly Times. Publisher is Raymond W. Sheldon. Lawrence J. Daly is editor.

Arcadia (Cal.) Daily Arcadian, established by Mrs. Harriet H. Barry, formerly business manager and part owner of a newspaper in Monrovia, Cal.

VISITORS TO NEW YORK

Frank S. Newell—Norfolk Post.
Albert DeTeau—Lincoln State Journal.
Howard L. Christman—Washington (Pa.) Observer.

ON THE MECHANICAL SIDE

OTTO WILEY, for the past five years a linotype operator on the Hartington (Neb.) News, has resigned to become general manager and head of the mechanical department of the Hartington Herald.

Oscar F. Wilson, head of the Wilson Printing Company, Rockford, Ill., was elected president of the Rockford Typothetæ, and Claude Dunlap elected trustee at a recent meeting. Other officers are: George Isherwood, vice-president; V. R. Lind, secretary, and A. S. Horton, treasurer.

Karl W. Lambooy, of the Lambooy Label & Wrapper Co., has been elected president of the Kalamazoo Typothetæ. Other officers named for the coming year are: Charles H. Barnes, vice-president; H. B. Buck, secretary; Ernest Ludwig, treasurer.

The Michigan Typothetæ met at Kalamazoo Sept. 27-28-29 in annual convention. At the same time the Woman's Press Federation was in session. Guy P. Wilson, secretary and manager of the Crescent Engraving Company, was chairman of the entertainment committee, while Mrs. C. H. Barnes was chairman of the women's entertainment committee.

Thomas Stevens, aged 76, of Hartford, Conn., a pressman on the Chicago Tribune in the days of Joseph Medill, spent a week entertaining his old friend, Louis Strachan of How-

in WISCONSIN
The Sunday Telegram has BY FAR the largest circulation of ANY Wisconsin newspaper. It is fast gaining the recognition of national advertisers who seek to capture this rich market.
INVESTIGATE!
Learn the truth of the latest audits, and you'll use the
Milwaukee Telegram
REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

FIRST IN PUBLIC SERVICE
The World.
MORNING EDITION
The World and the Evening World have a combined circulation daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
Advertise in Newspapers by the Year
The Evening World
Pulitzer Building, New York
Maller's Building, Chicago
Ford Building, Detroit

New Haven Register
is New Haven's Dominant Paper
Circulation over 35,800 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit—Chicago

PORTSMOUTH, OHIO
EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES
They cover South Central Ohio Completely.
Foreign Representative
ROBERT E. WARD, INC.
5 So. Wabash Ave. Chicago
501 Fifth Ave. New York

The Pittsburgh Post
A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.
DAILY and SUNDAY

Features by
Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Albert Payson Terhune
Chas. Hanson Towne
H. J. Tuthill
John V. A. Weaver
and others

The McNaught Syndicate, Inc.
Times Building, New York

Keeping The Old Faith

From PEOPLE AND POLITICS
By Solomon Bulkley Griffin

For nearly fifty years a member of the staff of the Springfield Republican.

Happily, The New York Times steadily kept the old faith in the desire of a great section of the American people for sensible, unsensational and honest service. That The Times has achieved large success along high lines offers healthful suggestion to all newspapers. Other important papers belong to that sensible and self-respecting school wherein values are weighed

VICENTE VILLAMIN
writes spot news on
WORLD TRADE
Look for it each week in the
Chicago Daily News

BOND'S NEWS SERVICE
15 William Street, N. Y.

New Records

From nothing to 200,000 in seven months on Sunday—From 25,000 to 200,000 in eleven months Evenings. Watch for the next chapter.

DETROIT
Evening and Sunday
TIMES

ard, Kan. The veterans met at the G. A. R. Encampment in Milwaukee for the first time since the Civil War.

Albert M. Stroud, formerly on the staff of the Brockville (Ont.) Weekly Times, is now assistant manager in the job printing department of the Kingston Whig.

George Bilger and William Stoneisfa of the composing room of the Chicago Tribune, have returned to work, after long sieges of illness. James Johnson, in the same department, has gone for an extended rest in Warren, O.

A $50,000 memorial chapel in honor of the 111 members of International Printing Pressmen and Assistants' Union of North America, who died in the World War, and the 5,524 members who were in the service, has been started at Pressmen's Home, Tenn., the city owned by the union for sick or aged members. The money is being obtained by popular contributions from members and friends of the union in the United States and Canada.

Carroll B. Crawford, for 23 years proofreader on the San Francisco Chronicle, has been admitted to the bar. He studied law during off hours and while riding in street cars to and from work.

William Freyermuth, foreman of the Galesburg (Ill.) Mail composing room 12 years, has joined the Janesville (Wis.) Gazette force.

W. H. Ecker, for many years active in newspaper typographical circles in Pittsburgh and at present county commissioner of Washington county, is a candidate for a renomination on the Democratic ticket. He is a member of the Pittsburgh Press Club and Typographical Union No. 456, of Washington county.

Amos T. Mead observed his 100th birthday Sept. 10 at his home in Portland, N. Y. He was for many years with the Buffalo Express, retiring a number of years ago.

NEW PLANTS AND EQUIPMENT

THE UTICA DAILY PRESS has awarded a contract for erection of an addition to their plant to house a new octuple Hoe press, now being built by R. Hoe & Co., New York City. Work will be completed within two months.

The Scioto (O.) Gazette has installed a new Duplex tubular press. The announcement of the installation was made in a special section published Sept. 17.

The Wichita (Kan.) Daily Eagle has ordered a $100,000 Hoe octuple press. The newspaper has also purchased a new stereotyping equipment to keep pace with the demands of the enlarged press capacity, consisting of a new furnace, with double casting box and automatic plate finishing machinery. Installation of four linotype machines has just been completed.

The Hartford Times has recently purchased two new style Ludlow typographs and six 20-case cabinets.

The Hancock County Journal, Carthage, Ill., has moved into its new home on the corner of the square. The building was erected by Mr. and Mrs. J. P. Beckman and they will live on the second floor.

The Lubbock (Tex.) Daily Avalanche is completing a modern brick building. It has suffered destruction of its plant by fire twice within the last few years, and decided to erect a fireproof building.

CIRCULATION NEWS AND VIEWS

M. J. BURKE, circulation manager of the Brooklyn Daily Eagle, announces the appointment of Robert L. Dunbar as assistant circulation manager in charge of promotion and Thomas M. Clary as chief inspector in charge of city sales and branch offices. These promotions follow the resignation of David Robertson, assistant circulation manager, twenty-eight years with the Eagle. Dunbar is 12 years on the Eagle starting as route boy, while Clary represented the Eagle in Manhattan and on the road for several years, going to the Eagle from the Albany Knickerbocker Press.

Working his way from Los Angeles to New York and return by selling newspapers in the large cities and "singing for his supper" is Max W. Stauffer, aged 21, famous "singing newsboy," who has been quite an attraction on the downtown streets of Denver recently.

Howard White, who recently resigned as circulation manager of the Marion (Ind.) Chronicle has joined the circulation department of the Indianapolis Star.

NEWSPAPER SALES

WALTHAM (MASS.) EVENING NEWS, to Albert P. Langtry, former Massachusetts Secretary of State and for many years publisher of the Springfield Union, by Charles W. Pierce, who has been its general manager and publisher since the death of his father, Charles A. Pierce. Langtry took possession Sept. 24.

Bunceton (Mo.) Eagle, half interest to Mack F. Drenman, by Ralph G. Bray, who is going to St. Louis to live. Bray was Drenman's partner.

Erie (Kan.) Sentinel to High C. Gresham, former publisher of the Parker (Kan.) Messenger, by Alf. Q. Wooster. Politics changed from Democrat to Independent Republican.

Pawnee Rock (Kan.) Herald to L. G. Hixon, of Independence, by John B. Sheley.

Rogers (Ark.) Daily Post to C. E. Palmer, owner of the Texarkana (Tex.) Four States Press and Courier, by E. L. Kokaneur and associates. T. J. Senter, formerly of the editorial staff of the Four States Press, is editor and general manager of the Rogers Daily Post.

Schuyler (Neb.) Sun, half interest, to F. L. Carroll, by E. O. Holub, former partner.

Tucumcari (N. M.) News to Paul Dodge, who recently sold the Hardin (Mo.) News. Dodge takes charge Oct. 1.

Port Umpqua (Ore.) Courier to Earl C. Brownlee, who resigned from the art, literary and stage editorships of the Portland (Ore.) Journal.

Lancaster (Wis.) Teller, to William J. Kueneman, of North English, Ia.

St. Joseph (Ill.) Record to Charles W. Dale, former owner, by J. A. Rohan.

Arthur (Neb.) Enterprise to D. D. Cole, county clerk of Arthur County. Former editor, Rolland E. Spence, died a few weeks ago.

Crete (Neb.) Vidette, plant and building by J. H. Walsh to E. M. Branaum, Sac City, Ia.

Cambridge (Neb.) Clarion, half interest by H. E. Waters to his partner, Flint E. Holmes.

Newcastle (Neb.) Times by E. B. Kingsbury to H. O. Salmons.

NEWS ASSOCIATIONS AND SYNDICATES

JACK CEJNAR, Springfield, Ill., manager for the International News Service, has been transferred to the St. Louis office as bureau manager. He succeeds William S. Sullivan, former Springfield bureau head, who has been advanced to the Kansas City office. Harold D. Robinson, Indianapolis branch head, succeeds Cejnar in Springfield.

G. S. Foxworthy, formerly manager of the Omaha plant of the Western Newspaper Union, now director of the complan's plant at San Francisco, was an Omaha visitor recently.

The Inter-mountain Retailer is the name of a new business weekly just off the Western Union Newspaper Union Co.'s press in Salt Lake City. It is a 12-page newspaper containing matter of value to the retailer and wholesaler. It is the official organ and the property of the Utah Retail Merchants' Association. Prof. Earl J. Glade, head of the advertising and salesmanship department of the University of Utah, is editor and general manager. Offices have been opened in the Atlas building.

Thirty-six of the poems of Grace E. Hall, whose work in the Portland Oregonian has attracted much attention, will be issued by the Western Newspaper Union for newspaper use. Each poem is illustrated, hand-lettered and copyrighted.

George Seldes is in charge of the Berlin bureau of the Chicago Tribune during the illness of the regular correspondent, John Clayton.

Business Is Fine In Baltimore
The Automobile Commissioner reports the sale of
1000 AUTOS EVERY WEEK
You Can't Cover Baltimore Without
The Baltimore News
and
The Baltimore American
Ask for present-day facts on the Baltimore situation.

"In Boston It's the Post"

Circulation Averages for 1922

BOSTON DAILY POST
396,902
Copies Per Day

BOSTON SUNDAY POST
401,643
Copies Per Sunday

First in Local, General and Total Display Advertising

A Special Opportunity To Buy a Stereotype Press

Due to the consolidation of The Evening Standard and The Daily Star at New Rochelle, N. Y., the undersigned, the owners of the Standard-Star have for sale,

A 20-PAGE HOE PRESS

Which is surplus equipment and will be disposed of as soon as possible. This is a 20-page Hoe Rotary Press, a superior machine in many ways and capable of turning out a fine product. It is in running operation daily and may be inspected by prospective purchasers at any time.

It has a capacity of 4, 6, 8, 10, 12, 16 and 20 pages of 8 columns, 12 ems. It will print 20,000 per hour of 4, 6, 8, or 10 pages inset, or 10,000 per hour of 12, 16 or 20 pages collect. With the press is also a stereotype equipment.

The equipment will be offered at an advantageous price to the purchaser. For further particulars call or address

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

For August---
First
In Its Field In:
Total Advertising Gain
Foreign Advertising Gain
Dry Goods Advertising Gain
Food Advertising Volume

The progress of this newspaper since the elimination of The Globe on June 1st, last, has been the most revolutionary advance in the New York newspaper market in recent years.

THE EVENING MAIL
NEW YORK, N. Y.
Foreign Representative: Paul Block, Inc., N.Y.

The Indianapolis News is different

Your advertisement in The News is in good company. Questionable copy is rigidly excluded.

The Indianapolis NEWS

CARPENTER IS SEEING THE WORLD

CARPENTER'S WORLD TRAVELS
Washington D. C.

IN NEW ORLEANS NOW IT'S THE STATES

Largest afternoon city circulation.
Largest afternoon circulation in New Orleans trading territory.
Total daily over 52,000
Total Sunday over 77,000
1922 advertising gain, 1,025,432 agate lines.
Greatest record in the South.
Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by
JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco
and
S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES AS A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A. B. C.

KELLY-SMITH CO.
Marlborough Bldg. New York
Lytton Bldg. Chicago

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

A NEWSPAPER publisher in an Eastern city found that he could not get much advertising from the retailers of women's ready to wear. They advertised to be sure but not in the way that he felt they should. Finally he got a list of the manufacturers from whom they bought their stocks and wrote to them asking for cuts of the different new garments that they offered. Then instead of using some fashion copy that showed styles that could not be secured in his city he substituted these cuts and the copy that the manufacturers sent with them. From time to time he would run a line under the cuts saying that such and such a garment was being shown by so and so. The plan worked and additional space was gradually taken until that end of the paper was as strong as any other.—Russell Raymond Voorhees, General Delivery, Miami, Fla.

The Boston Sunday Post has been featuring an excellent Building Department page. An article is run with a cut, describing some new construction. Full particulars from the architect's office are given. Advertisements from the various dealers supplying the materials used are run on the same page.—R. L. Lurie, Box 21, Grove Hall, Mass.

On the occasion of a state bar association meeting, one of the local newspapers ran a welcome page carrying the signatures of all the local members of the bar who paid for the page at a pro-rated figure. The plan may also be used for medical meetings, fraternal societies, etc., working in local merchants and others as well.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

One paper has educated its community on the matter of classified "For Exchange" advertising so that an appreciable increase in revenue resulted. There is a good field to be cultivated here by any newspaper. The way to start is with a general feature story and then follow up items about successful "swapping" for both parties concerned where they were brought together by an advertisement in the paper. Who has a vacant lot and longs for an automobile while some man tired of his car is looking for a site for his contemplated home? Who has a household of furniture in the city to be exchanged for farm machinery, who will do general carpenter work in return for dentistry, who will act as tutor in exchange for board, etc. The possibilities for more advertising is unlimited.—David Resnick, St. Louis Times, St. Louis, Mo.

The Birmingham News has a new contest on which will help them in the automobile advertising department as well as help the advertisers who have automobiles to sell. The contest works as follows: The News is offering fifty dollars in prizes to the nine people writing the best letters on "What Car I would buy today." There is a list of cars for the contestant to chose from and to which he is limited in his answer. All of the motor companies are listed with the cars and receive advertising through the contest. They also receive a goodly list of prospects with information on why the prospects prefer their car to any other. The News receives the good will of the automobile dealers and the advertising from the contest. It costs the dealers and the News several pages of advertising copy which was small compared to the benefit that all received.—Helen Bethea, Southern News Service, Box 2472, Birmingham, Ala.

Why not make those usually vacant front windows of the newspaper office useful? The Gazette and Telegraph Company of Colorado Springs is doing that very thing by donating one of the windows of the main office to its advertisers. Each regular advertiser of the paper has the privilege of putting a display of his products in this window for one week, absolutely free of expense other than that involved in putting in the exhibits. A special platform that can readily be taken down and stored has been built by the newspaper to carry these special exhibits. The scheme is a good will proposition and the advertisers have taken to it kindly and a considerable waiting list is already signed up for use of the window. The exhibits placed are attractive. The advertiser gets an extra street display of his products and the newspaper has a constant crowd of shoppers and others on the street stopping before its place of business. The arrangement is good advertising for the exhibitor and the newspaper. No special fixed amount of advertising must be done in the columns of the newspapers in order to be eligible for the use of the window. Only one window is used in this manner as the other front window is used for bulletins of the day's news. However, for newspapers not using the windows otherwise both could be used for the displays.—Earl Potter, 637 Ohio St., Lawrence, Kansas.

As a weekly feature advertisement this idea has proven successful in a Boston business publication. About the heading "Real Estate—The Groundwork of Prosperity," the artist has drawn suitable scenes—city, factory and country. This heading spreads across the top of the page. Underneath are uniform spaces taken by various real estate operators and brokers. In the center column a space about six inches deep is kept vacant. Each week a different real estate advertiser prepares copy of general nature for this space. This point is valuable, inasmuch as it not only dresses up the page well, but it offers something new to the reader each week. And above all, it keeps the advertisers interested in the page, since their turn is never far off when they may comment upon the real estate business in their own words—in space for which they do not have to pay. —C. W. Whittemore, 58 Magnolia St., Arlington, Mass.

In these days of highly specialized display advertising, the value of the steady, long-time classified ad is becoming increasingly hard to sell. Here is an idea which lifts this type of publicity to a position attractive to the advertiser. It is being used with surprising success in Current Affairs, the weekly published by the Boston Chamber of Commerce. There is no reason why it can not be applied with equal success in a daily. At the top of each page a box, of full page width, contains this paragraph in 10 pt. bold: "Boston's Business—In every line in every great city a few firms stand out as being representative concerns. On this page we are listing in alphabetical order one firm in each trade or calling. These pages will serve as a quick reference list of recognized high grade firms." Each advertisement includes the line of business in caps in the upper left hand corner followed underneath by the name of the firm, the address and the telephone number. The style and type are uniform throughout, thus assuring a neat and attractive set-up—C. W. Whittemore, 58 Magnolia St., Arlington, Mass.

CIRCULATION GROWTH
DURING 1923
will be an important factor in obtaining advertising for 1924. The Hollister plan will bring you the same amazing increases in circulation as it has lately brought to such papers as The Memphis Commercial Appeal, The Atlanta Journal, The Dallas Morning News, The Indianapolis News, The Washington Post. Favorable dates are available for immediate campaigns.

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

THE KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District

NATIONAL REPRESENTATIVE
John M. Branham Co.

Short Talks on Advertising

By Charles Austin Bates

Written with the idea of helping to accomplish four things:
(1) To convert to newspaper advertising the local merchant and manufacturer who do not now use it.
(2) To make better and stronger advertisers of those who are already in.
(3) To further educate the reading public in the reliability, truthfulness and economic value of advertising and the advantage of buying advertised merchandise.
(4) To insure from national advertisers the consideration newspapers should have in comparison with all other media.

Complete information on request.

CHARLES AUSTIN BATES
33 W. 42nd Street New York

Location—A Cost Factor

Location of your newspaper building affects production costs. An impartial survey by a *disinterested* newspaper building expert may give you a different viewpoint on the location problem. We have demonstrated this before—we can do it again for you.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production Operation
120 West 42nd St. New York

PREPARING FOR PRESS AT PARIS OLYMPIAD

M. Frantz-Reichel, Veteran Sports Writer, Will Allot 800 Seats, 400 to Foreign Reporters

By G. Langelaan
Paris Editor, Editor & Publisher

Applications for press seats at the VIII Olympiad to be held at Colombes, near Paris, in 1924, should be made immediately to the Comité Olympique Francais, 30 rue de Grammont, Paris, France.

Arrangements for the press will be in the hands of M. Frantz-Reichel, a journalist of 35 years' experience in sports and the president of the Syndicat de la Presse Sportive. He has been present at every Olympiad since the first at Athens.

Out of the accommodation for 60,000 spectators, 800 seats will be set aside for the press, 400 of which will be for foreign press. At Antwerp in 1920, 600 seats were found sufficient for the press. The number of seats to be allotted to each country is not yet known, but Editor & Publisher was assured that satisfaction will be given to American correspondents.

The task of ultimately deciding which papers shall have seats, and how many, is not going to prove easy, but it is the intention of the committee, in dealing with requests for accommodation from foreign newspapers, to confer with the Syndicat de la Presse Etrangere, or Foreign Press Association, and with the Anglo-American Press Association in Paris in the case of applications from American and British newspapers.

Provision has already been made for 50 to 100 special telephone lines from the Stadium to Paris. The instruments, if desired, can be set up beside the seats to be occupied by the reporters. In such cases, of course, all additional expenditure will have to be borne by the newspapers concerned.

The telegraph authorities, who, in connection with the committee's press section, have been studying telegraphic facilities, are considering how to satisfy correspondents who want a telegraph instrument next to them.

All operators will be French, the telegraph authorities admitting no others. A special team of expert operators will be detailed—the pick of the service, who are sent to different parts of the country in cases of emergency or when the President of the Republic travels, an important trial takes place, or when there is a sporting event like the Grand Prix race. These men are used to telegraphing in all languages.

Every care is being taken that reporters shall have easy access to their seats and that messengers shall have plenty of room in which to move about without obstructing the view of other correspondents. A special entrance will make it possible for the reporters to enter and leave the Stadium.

There will also be a special press room. While short bulletins and dispatches are sent off from the seats beside the track, longer descriptive leads and stories are written up elsewhere. Besides these arrangements at the stadium itself, a room will be placed at the disposition of correspondents at the offices of the Comité Olympique Francais, in Paris at the rue de Grammont.

The Comité Olympique Francais will be glad to receive and to answer promptly enquiries concerning not only the question of seating correspondents but all matters touching the 1924 Olympic Games themselves. They have secretaries who correspond in the languages of the thirty or forty countries which will be represented.

FRENCH ADVICE FOR "CAMELS"

American Cigarette Copy Not Educational Enough for New Market

La Publicité, a French magazine devoted to advertising, criticises the advertisements of Camel cigarettes now appearing in French newspapers. [Specimen of this advertising was recently reproduced in Editor & Publisher.] What this French technical paper has to say will not be without interest for other American advertisers looking to France for the creation of fresh markets.

"Do you know the Camel cigarettes?" asks La Publicité. "Nine out of ten of our readers will doubtless reply no. This is a brand of foreign cigarettes little known here, presenting certain characteristics having nothing in common with our state-produced cigarettes, but which it is desired should make recruits here, or rather find customers among us. Note the limits of the appeal. The advertisers have contented themselves with printing in the French press, merely translating the copy, an advertisement which appears frequently in American papers, whose readers, however, are of course familiar with Camel cigarettes. This is a tactical error which we are surprised to see made by Americans, whose knowledge of advertising is generally greater.

"A whole campaign is needed to educate the French public to appreciate foreign tobacco, and in particular the Camel brand. As far as we can judge by our experience as smokers, this is a brand of Virginia tobacco. Its origin offers material for copy wherein both interesting and instructive comparisons might be drawn. Why neglect this and be content with a mere reminder-advertisement, justified perhaps in America where the Camel brand of cigarettes is known and bought, but in our opinion insufficient in our press, which under the circumstances should have been given the mission of creating a new need?

"We will not dwell on the illustration and the typographical presentation," says La Publicité in conclusion, "which are merely a repetition of well thought out elements of American advertising."

Buffalo Commercial Changes

The Buffalo Commercial has again changed its makeup and now appears with local and telegraph news on page 1 and local news on the last page. Editorial page has been moved from the back to an inside position, and a general rearrangement of heads and layout has taken place. While no announcement has been made, it is understood that E. J. McCone, general manager, will not give as much of his time to the paper as heretofore, and will handle some of the other interests of C. A. Finnegan, owner of the Commercial.

SUPPLIES & EQUIPMENT
For Newspaper Making

For Sale.
Goss Comet press, only a few years old, in fine condition, can be seen running until about Dec. 15. Price $5,000. Address Box C-612, Editor & Publisher.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

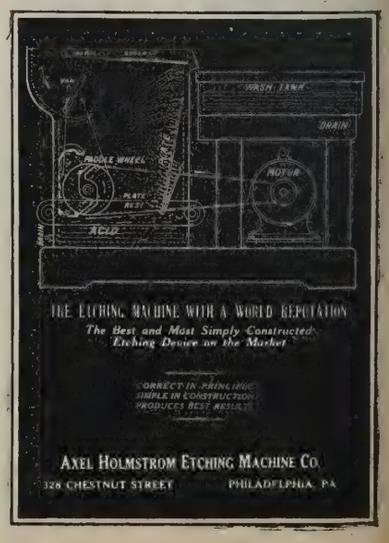
N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

REBUILT LINOTYPES AND INTERTYPES FOR SALE
Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.
THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

GOSS "COMET"
The ideal press for small daily and local weekly newspapers.
A flat-bed press that prints from roll-paper and folds as it prints—
3,500 per Hour—4, 6 or 8 Pages
A 5 hp. motor drives it, and a 12x12 ft. floor space accommodates it.
Send for Catalog
The GOSS PRINTING PRESS CO.
1535 S. PAULINA ST. CHICAGO ILL.

Cline-Westinghouse Double-Motor Drive with full automatic push-button control.
The typesetting machines on The Leviathan are equipped with Cline Electric Drives.
You find them everywhere.
QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO CHICAGO
CLINE WESTINGHOUSE
MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th Street NEW YORK

ADDRESSING and MAILING MACHINES
Any mail list of over 3,000 can be handled more economically with our improved method than any other system.
Get away from Linotype and Galley system. Put the mail list in the circulation department.
One person can keep up a daily list of about 25,000 names, making all corrections and additions.
Write us for particulars giving size of list and frequency of issue, and a list of the users of our system.
POLLARD-ALLING MFG. CO.
220-230 West 19th St., New York City



Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Cartoons

"SATURDAY AFTERNOONS OFF"
Something new. By Kessler.
Metropolitan Newsp. Svs., 150 Nassau St., N. Y.

Children's Features

HOME-MADE MOVIES
A great stunt for the kiddies.
Ten 2-column installments. Ask for proofs.
Cobb Shinn, 207 Fair Bldg., Indianapolis.

Comic Strips

19 YEARS OLD
2,780 Insertions—Millions of Followers
Send for Samples
The Herald-Sun Syndicate, 280 Broadway, N. Y.

"BRINGING UP BILL"—"HANK & PETE"
6-col. strips—hitting on all cylinders.
Columbia Newspaper Service, 799 B'way, N. Y.

COLYUMS

DAILY CHIT CHAT
Standard Feature Service,
606 Eastern Ave., Janesville, Wis.

Daily Golf Service

KEEP YOUR EYE ON THE RULES
Copy by Duncan Cameron, Illustrations by O'Neill
The International Syndicate, Baltimore, Md.

Fiction

CIRCULATION BRINGERS
Famous Fiction of all lengths.
Service for Authors, 33 W. 42d St., New York.

STORIES
Constance Edgerton
606 Eastern Ave., Janesville, Wis.

THE THIRTEENTH GIRL
5,000 words
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Photo News Service

IF YOUR PICTURES LACK THE PUNCH
Try ours
KADEL & HERBERT,
153 E. 42nd St., New York City

Serials

"RIPPLING RUBY" "THE COPPER BOX"
Two thrilling mystery serials.
By J. S. Fletcher.
Metropolitan Newsp. Svs., 150 Nassau St., N. Y.

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager.
Young married man, now employed, seeks position with medium size daily paper or trade publication. Eight years' experience with three different publications, circulations from 3,500 to 100,000. Best of references. Address Box C-607, Editor & Publisher.

Advertising Solicitor
and Copy Writer, 29, married; 7 years' experience, seeks connection on evening newspaper; excellent references. C-587, Editor & Publisher.

An Advertising Man
with references showing he is above the average advertising manager, salesman and copy writer; 10 years with one paper; 5 with another; has good reasons to offer why he wishes to make an immediate change. Address C-600, Editor & Publisher.

A Good Man
for Some Feature Syndicate.
Learned to set type during spare time when 11 years old; after serving in all branches of the mechanical end became editor-manager of a county seat weekly, then advertising manager of a small city daily, and last three years has been promotion man for a feature syndicate, where he is still employed but seeks better opportunity. Believes in the value of features and knows how to promote them to both publishers and readers. Age 26; married. Capable of assuming executive responsibilities. Address Box C-602, Editor & Publisher.

Auditor,
Assistant Publisher, Analyst, Credit Manager.
12 years metropolitan experience in the biggest positions of their kind. Desire change. B-918, Editor & Publisher.

Cartoonist.
Twelve years' experience with Kansas City Star and Post previous to the war, lately discharged from U. S. Naval Hospital, Great Lakes, Ill. Graduate Missouri University School of Journalism 1915. Anxious for another start. Address Box B-998, Editor & Publisher.

Capable General Manager
or Publisher immediately available, with over twenty years' successful experience as business executive in Metropolitan and provincial fields. Excellent record and references. Inquiries treated strictly confidential. B-837, Editor & Publisher.

Circulation Manager,
10 years' experience, five years in present position, desires connection with growing paper, best of references. Box C-608, Editor & Publisher.

Circulation Manager
with 15 years' experience wants a permanent connection with an Eastern publication desiring rural circulation. Have had wide experience in managing subscription salesmen, handling subscription lists running well over the half million mark, and in securing subscriptions by mail. Cannot consider a temporary position and prefer a connection which will mean, either now or later, an interest in the business. If interested, please arrange for an interview at your convenience and at my expense. Address Box C-569, Editor & Publisher.

Circulation Manager's Assistant
desires change. Now connected with leading papers in city of 160,000 population. Would like position as Assistant or Circulation Manager with metropolitan daily. Have had nine years of practical circulation experience on evening, morning and Sunday publications, having served six years with present employer. Can take full charge; give best references and bond. Ready to go anywhere. Write or wire, Box C-601, care Editor & Publisher.

Classified Manager
and solicitor, 29, married; 5 years' experience. Excellent references. C-586, Editor & Publisher.

College Man
seeks position as reporter on a small city daily. He is willing to start at bottom and give his best under any circumstances. Furthermore he is ready to start work at once if conditions are mutually agreeable. Box C-605, Editor & Publisher.

Editor.
Young man, married, 27, desires position on editorial staff of trade paper, house organ, magazine or other publication; or on copy desk of afternoon daily. Formerly on editorial staff of nationally known weekly, editor country newspaper, copy reader, and county editor on large daily. Now editing trade journal and handling publicity for leading daily. Reliable, capable and of good character. C-611, Editor & Publisher.

Editorial Writer,
paragrapher and experienced news executive desires change. Capable of taking full charge. Record and references speak for qualifications. C-603, Editor & Publisher.

SITUATIONS WANTED

Editorial Writer.
Creator of crisp, breezy, inspirational editorials and short articles, desires contract with periodical, or occasional work. Frank Dorrance Hopley, Hotel Albert, New York City.

Editor, Managing Editor, News Editor,
able editorial writer, snappy headliner—in fact equipped for work of high class in any part of news end of daily newspaper, seeks change. City of 15,000 to 50,000 anywhere between East Coast and Mississippi river. Specializes in getting out first class paper at minimum of cost. Must give substantial notice. Nothing less than $50.00. C-596, Editor & Publisher.

Experienced Newspaper Librarian,
who has had three years on big daily and understands all lines of morgue work. Address Box C-566, Editor & Publisher.

Foreman Stereotyper.
If you have a vacancy in the Stereotyping Department, and desire the services of a thoroughly practical and experienced Foreman, who understands how to attain the best results, keep fast schedules at a minimum of cost, and believes in the close co-operation between departments, the advertiser offers his services. Write or wire C-609, Editor & Publisher.

General or Business Manager
A newspaper executive who can bring to your organization both the energy of youth and the resourcefulness of 17 years' experience. At present business manager of a large midwest daily. Is prepared to make an immediate change. Address C-595, Editor & Publisher.

Mr. Publisher:
If you want paid circulation with an increase and willing to give co-operation would like to hear from you. Now employed but desire change. Familiar with all carrier systems and not afraid of real work. Reference from former employer. C-591, Editor & Publisher.

Shift the Burden.
Business manager daily newspaper able to take complete charge and make property show bigger net profits, open for position where some publisher wants to give up active management. Past record will speak for him. Available now. Go anywhere. Might take financial interest later. Address C-590, Editor & Publisher.

Telegraph Editor.
Capable, experienced newspaperman seeks desk opening in South. Address Box B-942, Editor & Publisher.

Wanted
Job as funny writer on newspaper. Address Box C-579, Editor & Publisher.

Woman Feature Writer
with 5 years' experience, who can consistently turn out intelligent, superior copy of warm human interest, seeks position as feature, special or political writer. Expert photographer; owns Graflex. University graduate, versatile, good interviewer and executive. High credentials. Territory no object. C-589, Editor & Publisher.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

New York Letter
Short news-feature paragraphs; theater and book reviews; sports and fashions comment; quaint restaurants and places of interest; "like living in New York"; exclusive weekly mail service. 1½ columns, $5; sample "Letter" free. J. Cicott Cummings, 3440 Broadway, New York.

News Letters from New York.
Experienced and well-trained writer offers metropolitan news or feature service for trade journals and newspapers. I give all my time to a small number of high grade accounts. References. Samuel Hartenberg, 140 Front St., New York City.

ST. LOUIS AD SCHOOL SCHEDULE

Third Year Starts Oct. 8, with Well Known Teachers on Faculty

Classes in the school of advertising and merchandising of the Advertising Club of St. Louis will open on Monday evening, October 8, for its third year.

The classes and directors follow: Copy writing, J. A. Hubbard, production department Chappelow Advertising Co.; Production—the Mechanics of Advertising, B. P. Burnes, a commercial artist; Principles of Retail Selling, George Walker, sale manager Davis Realty Co.; Show Card Writing, John H. DeWild, Merchants' Service Department of Ely & Walker Dry Goods Company;

General Principles of Advertising, Norman Lewis, Chappelow Advertising Co.;

Psychology of Advertising, Edward T. Hall, secretary and publicity director Ralston Purina Company;

Direct Mail Advertising, A. L. Riche, Ralston Purina Company;

Sales Promotion Methods, A. E. Schanuel, Roeder & Schanuel, Advertising;

Public Speaking, Prof. Edward Perry.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

City Editor,
experienced, able to handle men and copy, to accept responsibility. Write giving complete information, experience, etc. Position now open. Ann Arbor Times News, Ann Arbor, Mich.

Classified Manager
A daily newspaper of over 20,000 circulation located in Eastern Pennsylvania approximately 100 miles from New York City is in need of a man who is capable of promoting and keeping the Classified section up to the minute. Please state experience and give references in addressing Box C-570, care of Editor & Publisher.

Leading Florida Daily
requires services experienced advertising solicitor with copy writing ability. Permanent position. Address C-582, care Editor & Publisher.

Newspaper Advertising Salesman.
Apply giving references and experience to P. O. Box No. 1131, Lancaster, Penna.

Society Editor
Daily paper in city of 25,000 wants experienced, energetic society editor of good education and appearance who will make friends and produce good copy. Write complete details. Address Box C-577, Editor & Publisher.

Wanted.
Experienced circulation solicitors. Rapid promotion to crew manager and campaign manager. Address The Fred Cox Service, Coatesville, Pa.

Wanted.
a real Eve Country Circulation Manager. One who knows country circulation promotion methods from every angle and who has been successful in the Southwest, Southern or Middle West States. He must be a go-getter. In reply please state whether married or single, age, salary desired and give names of references and employers during past ten years. Address Box C-597, Editor & Publisher.

Wanted—Editor.
Energetic, reliable and ambitious man who has had experience in building trade publication to edit monthly builders' exchange magazine with nationwide circulation. Covers all trades in the building industry. Good salary to start with. Possibilities for greater salary and advancement if you are the right man. Give full details about your past experience and references in your first letter. All applications will be treated confidential. Write immediately, I. E. Sprankle, Builders Exchange, Youngstown, Ohio.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

If You Are
a hustling agency man with contract experience, you can buy an interest in agency located in the industrial center of the South. Agency has wonderful future. Owner needs man to help. Write Box C-588, Editor & Publisher.

Newspaper Brokerage Partner
wanted. Will sell interest in established firm to partner capable of assuming responsibility. C-598, Editor & Publisher.

Representative.
Live out-of-town Trade Publications desiring a representative in the New York territory to secure advertising write K, Box C-592, Editor & Publisher.

Want to Buy
a small daily newspaper in a town of about 35,000. Prefer South. A promotion or business manager, an advertising manager and circulation manager now on one of the South's largest and most prominent dailies are open to purchase a paper, or an interest in a paper or—what have you to offer? Address Box C-604, Editor & Publisher.

HERE is a metropolitan Southern California afternoon daily. A big paper now. Should double in value in two or three years. Industrial center. No better chance in Southern California. Price $200,000. Terms. Proposition X.

PALMER, DE WITT & PALMER
Newspaper Properties
225 FIFTH AVE. NEW YORK
Pacific Coast Rep., M. C. Moore,
515 Canon Drive, Beverly Hills, Calif.

Unusual Opportunities
Daily & Weekly
NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES

PAYING OVER $6,000 profit and two $5,200 salaries, Eastern daily of 4,000 can be bought with real estate for $80,000. Easily leading paper in its trade area of 45,000; has made steady increases last dozen years. This year's business over $95,000. Publisher who wants to sit tight with mighty comfortable income should look into our No. 6302.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

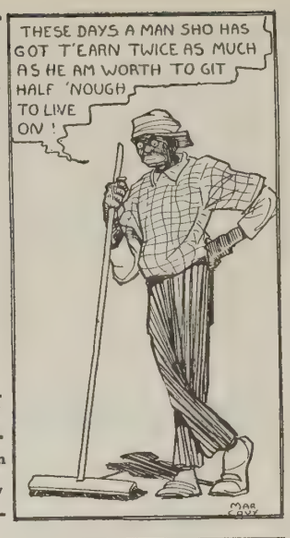
Hotaling's News Agency
OUT-OF-TOWN NEWSPAPERS
Office and Stockroom Removed to
308 West 40th Street
Telephone Connection

FRALICK & BATES Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES
New York .....154 Nassau St.
Chicago .....605 N. Michigan Ave.
Atlanta .....Candler Annex
Los Angeles .....Security Building

PUBLIC SALE OF NEWSPAPER PLANT.
On Saturday, October 6, 1923, there will be offered at public sale at the Court House in the City of Marietta, Ohio, the entire newspaper and job printing plant, with good-will, name, etc., known as the Marietta Register-Leader, with long established business. County seat of sixteen thousand population. One other newspaper.
B. B. PUTNAM, Assignee.
First National Bank Building,
Marietta, Ohio.

Instructors in the courses in Better English and Letter Writing have not been named.

"Cynical Sam"



Apply
C-V
Newspaper
Service Inc.
350 Madison Avenue,
New York City

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

PRESIDENT HARDING'S death should bring to light many interesting newspapers recording the first news of the death of some previous president. Recently a copy of the New York Herald for 1865, announcing the assassination and death of President Lincoln was brought into the Gazette office by a citizen who possessed it. The accounts contained therein are historical as well as timely. Dig up a couple in the files of the public library to start readers bringing in aged copies.—A. C. Regli, Chippewa Falls, (Wis.) Gazette.

How do the postal savings in your town compare with those of other towns of your state? In Oklahoma it was found that Lawton, a city of about ten thousand, ranked next to Oklahoma City. Other such ranks may be discovered. How do the deposits compare with before the war, or during the war? Reasons for increases or decreases, as found from local postmaster, may be interesting. Ellis H. Jones, 1220 Cherry St., Muskogee, Okla.

A story that will be read with much interest by all owners of any electrical appliance can be secured without much effort from your local electric light office or your meter man. Find out how many electric ranges are owned by the women of your town and the average cost of electricity per month. You will find that where there are servants or any help in the home that the amount of "juice" used will mount up much more. When I wrote this story about Liberty there were over 175 ranges in use so it made a good story. You can interview several of the women who have used the ranges for years and see if their good opinions have decreased or increased with the years of use.—Victoria A. Harvey, Liberty, Mo.

"Keep your name in the city directory, not on a tombstone" was the winning slogan in the Indianapolis Times' recent traffic contest. Scarcely a city that hasn't a perplexing traffic problem. With the promise of a nominal prize to the winner, you can get a lot of timely and valuable pointers from your readers by conducting a similar contest.—Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

The names of the streets of every town and city have an interesting history behind them—that is where they are designated other than by mere numbers. Why not a series of short sketches on each important street of the town telling when and why the street was named as it is? In many instances the streets of cities are named after pioneers who played an important part in the city's history but who have long since been forgotten.—Earl Potter, 637 Ohio St., Lawrence, Kans.

The man or woman who works at a magazine stand gets a peculiar slant on people in general, particualrly those that buy magazines from him. A man in Stockton who has been in the business for many years can almost always tell what the approaching customer will buy. Sometimes he is wrong, but usually right, as he moves to the part of the stand that holds the technical magazines, the love stories or the trade journals. One type of magazine, (the family journal) which has used the same sort of cover for years, recently experienced a considerable revival in interest. No one knows why. Some good yarns can be secured from the magazine man.—Wm. J. Rogers, Stockton Record, Stockton, Calif.

The Philadelphia Bulletin has introduced an interesting feature in the listing of Philadelphia's opinions as to the Seven Wonders of the City. Officials and other leading residents can be interviewed, and lists can be solicited by mail from readers. —J. H. A. Kelly, 223 East Oak Street, Norristown, Pa.

Somewhere near every large city is a county farm bureau conducted often under the supervision of an agent from the school of agriculture of the state university. These are sources of real news, all of which interests your rural readers and some of which is bound to interest your urban circulation. A story of interest to both classes was obtained by the St. Louis Times from the St. Louis County Farm Bureau at Clayton, Mo. It was a serious feature story about poultry through which ran a curious humorous note. A poultry expert from the state university in a demonstration to farmers of the county showed how chickens may easily have wings cut to prevent them from flying into neighbors' gardens and eating seeds, resulting in loss of old friendships. The feature story was written lightly and was based, as was the two column feature head, about the fact that "chickens are now flappers." —David Resnick, The Times, St. Louis, Mo.

Any amount of Russian rubles can be bought through your broker for a slight charge and freight from New York. But few people have had the opportunity to see this Soviet currency. Why not announce that on a certain day your paper will give away a Russian ruble note for some high figure, with every paper printed. Advertising could be adjusted to suit the occason, especially bank advertising. People will buy the papers if for no other reason than to see what Russian rubles look like.—W. Mark Miller, 1809 Ogden Ave., Superior, Wis.

When a man or a woman tells you his or her favorite song you've an interesting item. Invite your readers to tell you their favorite songs. Better yet, ask a lot of 'em and make a story or two of the answers. It makes good reading.—D. H. Talmadge, 193 N. Commercial St., Salem, Ore.

The Dallas Morning News runs a daily feature headed, "What I Like and What I Don't Like About My Home Town," written by the editor of the paper in that particular Texas town, and run with his picture. The country town editors are allowed as much space as they like, and the feature is a success on this sheet,—one of the biggest of the state dailies in Texas. This, I am sure, could be used with equal success on any other large state daily in the country.—Horace C. Walker, Times-Herald, Waco, Texas.

Ask your classified manager for a want-ad booster, and have him relate some of his experiences in answers from job seekers. They will range from all sorts of nondescripts to college graduates willing to start work at $10 a week with a "chance." Some of their reasons for wanting to start work are ludicrous and others are deserving of sympathy for the way they have been treated by fate.—J. R. C., Jr., International News Service, Des Moines, Iowa.

Million
Dollar
Hearst
Features

The World's Greatest Circulation Builders

International
Feature Service, Inc.
New York

America's Best
Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

Gibbs' New Traffic
Cop Strip
"GO-GO"
Begins publication Oct. 1st

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

WIRE
NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

We Offer
Immediate Serial
Release on
THE LATEST
E. PHILLIPS OPPENHEIM
STORY
"The Mystery Road"
That's All

Wire Your Order
THE McCLURE
NEWSPAPER SYNDICATE
373 Fourth Avenue, New York City

Thomas W.
Briggs
Company
Memphis, - Tenn.
Originators of the
Permanent
Weekly Business
Review Page
Look us up in
Dun or Bradstreet's

LLOYD
GEORGE
writes
for
the
UNITED FEATURE
SYNDICATE
A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York

NEA NEA
Daily features don't cover the full scope of NEA Service.
SPECIAL SERVICES ON BIG NEWS EVENTS ARE INCLUDED WITH THE REGULAR SERVICE AND AT NO EXTRA CHARGE.
NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO.

Reaching The People of

THE SOUTH

SOUTHERN markets, like Southern soil, yield abundantly when intensely cultivated.

Southern folks read daily newspapers and constantly have many needs to be renewed or replenished.

The circulation of this list of Southern dailies is among the portion of the trade that buys. For the public is buying, trade is active, general business is good.

These dailies reach the best people in the states as well as the transient people — people who come South from other states for rest and recreation.

The publishers of these daily newspapers have specialized in intensive cultivation of their respective markets and can sow the seed thoroughly.

Plant your trade mark in the South.

Keep after it, through daily newspapers and local dealers and watch it take root firmly and grow.

Local dealers and local daily newspapers close the gap between you and the consumer, particularly in the South where folks who are folks are home folks.

Also the extra circulation among visitors in the South, furnished without additional cost to advertisers, is an important factor in stimulating sales.

The purchasing power of the South is not limited to any one industry. The South through hard endeavor, has brought about a condition in which diversified agriculture is linked with a growing diversified manufacturing, and these with diversified mining interest are developing seaports, great and numerous, through which flow an enormous trade.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
*Birmingham Age-Herald (M)	29,113	.08	.08
*Birmingham Age-Herald (S)	33,721	.10	.10
*Birmingham News (E)	68,936	.15	.15
*Birmingham News (S)	75,791	.15	.15
Mobile News-Item (E)	10,392	.05	.05
Mobile Register (M)	21,264	.07	.07
Mobile Register (S)	32,715	.085	.086
*Montgomery Journal (E&S)	17,446	.06	.06
FLORIDA			
*Florida Times-Union, Jacksonville (M&S)	32,762	.09(.10S)	.09(.10S)
Pensacola News (E)	4,795	.03	.03
Pensacola News (S)	5,291	.03	.03
†St. Petersburg Independent (E)	5,420	.03	.03
*Tampa Times (E)	14,009	.05	.05
*Tampa Tribune (M&S)	22,411	.07(.08S)	.06(.07S)
GEORGIA			
*Augusta Herald (E)	13,468	.05	.05
*Augusta Herald (S)	13,563	.05	.05
Macon Telegraph (M)	23,017	.06	.06
Macon Telegraph (S)	24,395	.06	.06
†Savannah Morning News (M&S)	21,227	.055	.05
KENTUCKY			
*Lexington Leader (E)	13,094	.05	.05
*Lexington Leader (S)	17,900	.05	.05
*Paducah Sun (E)	6,910	.03	.03

	Circulation	2,500 lines	10,000 lines
NORTH CAROLINA			
Asheville Times (E)	7,785	.04	.04
†Asheville Citizen (M)	12,978	.045	.045
†Asheville Citizen (S)	11,720	.045	.045
†Greensboro Daily News (M)	21,851	.07	.06
†Greensboro Daily News (S)	29,364	.07	.07
†Raleigh News and Observer (M)	26,330	.06	.06
†Raleigh News and Observer (S)	31,303	.06	.06
*Winston-Salem Sentinel (E)	13,653	.05	.05
SOUTH CAROLINA			
*Columbia State (M)	23,709	.06	.06
*Columbia State (S)	23,764	.06	.06
Greenwood Index Journal (E&S)	4,185	.025	.025
Spartanburg Journal (E)	4,165	.04	.04
Spartanburg Herald (M&S)	5,511		
TENNESSEE			
Chattanooga Times (M)	23,067	.07	.07
Chattanooga Times (S)	23,596	.07	.07
†Nashville Banner (E)	50,152	.10	.10
†Nashville Banner (S)	50,782	.11	.11
VIRGINIA			
*Alexandria Gazette	3,900	.025	.025
†Bristol Herald Courier (M&S)	8,954	.04	.04
†Danville Register and Bee (M&E)	12,577	.05	.05
Newport News Times-Herald (E)	9,041	.05	.05
Newport News Daily Press (S&M)	6,051		
*Roanoke Times & World-News (M&E)	21,917	.07	.06
*Roanoke Times (S)	15,013	.07	.06
Staunton News-Leader (M), Leader (E)	6,115	.03	.03

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.

There Are More Possible Customers per Square Mile in

NEW YORK STATE

than in any similar stretch of country in America. To be exact, the average number of persons to each square mile is 217.9. With a population of 10,385,227, New York State has more people than any one of these European countries: Belgium, Roumania, Greece, Netherlands, Portugal, Sweden, Bulgaria, Switzerland, Finland, Denmark or Norway. It has more than Scotland and Ireland combined; it has almost twice as many as Australia, and it exceeds all Canada.

New York State is more populous than any country in South America, except Brazil and it exceeds any other country in North America except Mexico.

New York State has 59 cities of which six have over 100,000 inhabitants and the rest have from 25,000 to 100,000 inhabitants. The city people in New York State number 8,589,844. The population of the cities represented in this list alone is 7,187,625 people or 70% of the entire population of the entire state.

The New York State newspapers represented in this list form a powerful combination for successful business building. New York State is without a doubt

THE GREATEST MARKET PLACE ON EARTH

		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press	(M)	31,585	.09	.09
*Albany Knickerbocker Press	(S)	49,175	.13	.13
†Auburn Citizen	(E)	6,316	.04	.035
*Brooklyn Daily Eagle	(E)	63,679	.20	.20
*Brooklyn Daily Eagle	(S)	76,687	.20	.20
*Buffalo Courier and Enquirer	(M&E)	82,869	.18	.18
*Buffalo Courier	(S)	120,758	.25	.22
†Buffalo Evening News	(E)	114,403	.21	.21
*Buffalo Evening Times	(E)	85,006	.18	.18
*Buffalo Sunday Times	(S)	102,809	.18	.18
*Corning Evening Leader	(E)	7,333	.04	.04
†Elmira Star-Gazette	(E)	24,703	.09	.07
*Geneva Daily Times	(E)	5,780	.04	.04
*Glens Falls Post-Star	(M)	7,818	.03	.03
†Gloversville Leader Republican	(E)	6,736	.03	.03
†Gloversville Morning Herald	(M)	5,605	.035	.035
*Ithaca Journal-News	(E)	7,455	.04	.04
*Jamestown Morning Post	(M)	9,743	.05	.03
*Middletown Times-Press	(E)	6,298	.03	.03
*Mount Vernon Daily Argus	(E)	8,590	.04	.04
*Newburgh Daily News	(E)	10,832	.05	.05
*New York Evening Mail	(E)	144,135	.42	.40
*The New York Herald	(M)	175,403	.49	.45
*The New York Herald	(S)	188,314	.49	.45
The Sun and The Globe, New York	(E)	180,379A	.55B	.48B
*New York Times	(M)	341,174	.65	.637
*New York Times	(S)	544,820	.75	.735
*New York Tribune	(M)	130,842	.40	.36
*New York Tribune	(S)	136,239	.40	.36
†New York World	(M)	355,853	.595	.58
†New York World	(S)	591,619	.595	.58
†New York World	(E)	277,570	.595	.58
*Niagara Falls Gazette	(E)	15,572	.065	.055
†Poughkeepsie Star and Enterprise	(E)	11,743	.05	.05
†Rochester Times-Union	(E)	66,181	.20	.18
Saratoga Springs Saratogian	(E)	7,921	.04	.04
*Staten Island Daily Advance	(E)	12,049	.05	.05
Syracuse Journal	(E)	45,014	.12	.12
*Troy Record	(M&E)	22,698	.05	.05

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
A—Sun A. B. C., April 1, 1923, prior to amalgamation.
B—Sun Globe combination rate.

THIS ISSUE: WOMAN RUNS PAPER, BUT SON, 11, PICKS COMICS.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK.

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday

[Copyright, 1923, by the Editor & Publisher Company, James Wright Brown, President and Editor]

Vol. 56. No. 19 NEW YORK, OCTOBER 6, 1923 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

How Advertising Built Seven Big "Men's Stores" in Chicago

THREE YEARS AGO Mr. Albert Hoefeld owned a small but conspicuously tasteful "haberdashery" in Monroe street. To-day he is the proprietor of seven large retail clothing and general supply stores for men—in the heart of Chicago's business district, the world famous "Loop."

The following advertisement appeared in The Chicago Daily News Monday, June 25. The page advertisement to which it refers appeared in The Daily News Friday, June 22—and in THE DAILY NEWS EXCLUSIVELY.

Thank You!

¶ Last Saturday broke all records for the Hoefeld Chain of Loop Stores both in Furnishing Goods and Clothing.

¶ The New Store at Jackson and Clark was, of course, the main center of activity. Over 3,000 customers were waited on at this ONE store alone, having been largely attracted by our offer of Imported English Broadcloth Shirts at $2.00.

¶ Our ad stipulated two to each customer but quite a few quietly returned for two more. They evidently enjoyed "putting one over on Hoefeld" and we didn't care.

¶ We expected the rush and were amply prepared for it. *Not a single customer was disappointed.* The closing hour, 10 P. M., found a tired but happy bunch of salesmen who gloried in the consciousness of work well done.

¶ It was a great day and we wish to extend our heartiest thanks to the thousands of patrons who made this event possible.

Albert Hoefeld

Jackson, corner Clark | State, corner Washington | Clark, corner Washington | Randolph, corner Dearborn

Dearborn, corner Quincy | Monroe, corner Clark | Madison, corner La Salle

SEVEN LOOP CORNERS

The phenomenal success represented in this remarkable growth is a tribute to the merchandising genius of Mr. Hoefeld, of which there is no more striking evidence than the fact that Mr. Hoefeld knows how, when and where to advertise.

When he began the campaign that resulted in the creation of this chain of stores, Mr. Hoefeld advertised extensively and principally in The Daily News. In fact the amount of space he used in The Daily News is more than twice that used in all the other Chicago newspapers combined—Sunday papers included. Here are the figures supplied by the Advertising Record Co.

Total Display Advertising Used by Albert Hoefeld in Chicago Newspapers for the Years 1920-21-22 and the First Six Months of 1923:

	Lines
The Daily News	250,507
The Herald-Examiner	60,430
The Journal	50,723
The American	5,869
The Tribune	294

COMPARISON

	Lines
The Daily News	250,507
All other Chicago newspapers	117,316
The Daily News' excess over the combined lineage of all other Chicago newspapers	133,191

Here is an instance typical of advertising experiences in the Chicago market. It illustrates once more why The Daily News carries more advertising, year after year, than any other Chicago daily newspaper, and shows again that results are what make and maintain

THE CHICAGO DAILY NEWS

First in Chicago

DOWN SOUTH

The Richmond, Va., News-Leader recently purchased

5 Model B
2 Model C
8 Model C-s.m.

15 INTERTYPES

The News-Leader thus secures for its new plant—

(1) *Complete interchangeability* of all matrices, magazines, mold caps, etc. "Any job on any Intertype."

(2) *Protection against obsolescence.* The News-Leader's Model B's can at any time be changed into Model C's, if conditions should require, or into C-s.m. models with either one or three side magazines. Side magazine units can also be applied to the present Model C's if required at any time. New Intertype developments are Standardized and applicable to all outstanding Standardized Intertypes.

WRITE FOR LITERATURE

INTERTYPE CORPORATION

General Offices, 50 COURT ST., BROOKLYN, N. Y.

New England Sales Office, 49 Federal St., Boston
Middle Western Branch, Rand-McNally Bldg., Chicago
Southern Branch, 77 McCall St., Memphis
Pacific Coast Branch, 560 Howard St., San Francisco
Los Angeles Sales Office, 1240 S. Main St., Los Angeles

Canada: Toronto Type Foundry Co., Ltd.
England: Intertype Ltd., 15 Britannia St., London, W. C. 1

No Standardized Intertype Has Ever Become Obsolete

The Cleveland Press-189,397-has the Largest Circulation of any Daily Paper in Ohio

For the six months ending Sept. 29, 1923
covered by the last Federal Statement,
the average daily circulation of

THE CLEVELAND PRESS

was

201,331

an increase of **18,783** over the Federal Statement of one year ago (Oct. 1st, 1922) and an INCREASE of 12,132 over the Federal Statement of six months ago, April 1st, 1923

159,714

of the above was CITY CIRCULATION, an INCREASE of **16,673** over the PRESS' CITY circulation one year ago (Oct. 1st, 1922) and an INCREASE of 9,660 over the PRESS' CITY circulation six months ago, April 1st, 1923

The Press
First in Cleveland
A SCRIPPS-HOWARD NEWSPAPER
—including the Scripps-McRae League

CHICAGO
CLEVELAND
CINCINNATI

National Representatives
ALLIED NEWSPAPERS, Inc.
52 Vanderbilt Ave., New York

ST. LOUIS
ATLANTA
SAN FRANCISCO

The Press has 35,000 more CLEVELAND MARKET Circulation than any other daily paper

SELLING MEN'S CLOTHING IN

Philadelphia

665,000 men and boys will need suits and overcoats

Millions of suits and overcoats will be sold in Philadelphia this Fall and Winter.

The bulk of this big sale will be made by those manufacturers who have distribution and back up their retailers by advertising.

Philadelphia is the third largest clothing market in the United States, and it can be made to yield your house a handsome profit if you go about it the right way.

If you were to ask most any Philadelphian how to make your advertising do you the most good in Philadelphia, the answer would invariably be, "Put it in The Bulletin."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER

U. S. Post Office Report of net paid circulation for six months ending September 30, 1923—503,368.

NEW YORK
814 Park-Lexington Bldg.
(46th and Park Avenue.)

CHICAGO
Verree & Conklin, Inc.
28 East Jackson
Boulevard

DETROIT
C. L. Weaver
Verree & Conklin, Inc.
117 Lafayette Boulevard.

SAN FRANCISCO
Harry J. Wittschen
Verree & Conklin, Inc.
681 Market St.

LONDON
Mortimer Bryans
125 Pall Mall, S. W. 1.

PARIS
Ray A. Washburn
5 rue Lamartine (9)

Total Circulation of This Issue: 6,700

EDITOR & PUBLISHER

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Charter Member Audit Bureau of Circulations.

Vol. 56 NEW YORK, SATURDAY, OCTOBER 6, 1923 No. 19

WOMAN RUNS PAPER BUT SON, 11, PICKS COMICS

Mrs. Susong, Proud of Achievements as Publisher of Greeneville (Tenn.) Democrat-Sun, in Smallest Town Receiving Full A. P. Service—Sees Newspaper's Service to Small Town Greatest of All.

By ROSALIE ARMISTEAD HIGGINS

THE MASTHEAD of the Greeneville (Tenn.) Democrat-Sun carries each morning the name of E. O. Susong, publisher. Nothing unusual about that, you may remark, but you are mistaken, for the name should read, Edith O'Keefe Susong, who is not only publisher but sole owner.

Her paper has several distinctions, the chief one of which is that Greeneville is the smallest town in the country receiving the full Associated Press leased wire service.

The story of Edith O'Keefe Susong's newspaper career is more interesting than stories which newspapers print every day. It is one of those stories of success in a small town, against big odds, notably her sex.

It was difficult to realize that she was the publisher of a daily newspaper. She is good looking, with golden hair, sparkling blue eyes, and a winning smile, intensely feminine in fact.

She was born and reared in Greeneville, the fifth generation of her family to live there. She was educated at Agnes Scott College, Decatur, Ga., and returned to Greeneville, where she married Mr. Susong, a lawyer. Seven years ago he purchased the Greeneville Democrat, and that is where Edith Susong's newspaper story begins, in her own words:

"Mr. Susong bought this newspaper, but he was a lawyer and really knew nothing about running a paper and cared less. Of course, I knew nothing about it either, but I had the firm conviction that I could do it, and that is half the battle, I think, in anything. I wanted it, though, for my very own, so I persuaded him to sell it to me and I assumed a mortgage on it. I took charge, and on my first day sold a double page ad. I shall never forget how proud I was of that.

"I had to compete with two other newspapers—the Greeneville Searchlight and the Greeneville Sun. They both had linotype machines and other modern equipment. We had an old hand press. Our office was in the cellar of a house and our rent was $50 a year. I paid my foreman the munificent sum of $12.50 a week. Many times I have fed the press through both sides, folded every newspaper myself by hand, addressed every wrapper, and carried the papers to the postoffice. At that time we had a circulation of 1,500.

"The two other newspapers made scathing comments about the absurdity of a woman running a newspaper, and the Sun stated that 'the Democrat would not be alive when the roses bloomed again.' I did not let any of this disturb me, but went on working harder than ever, determined to make good. After two years, I bought a linotype and, of course, that made matters much easier. But many things came up to worry me. In 1918, the Sun became a daily newspaper, and of course, it was hard for my paper, a weekly, to compete with it.

"In May, 1920, the Searchlight suspended publication. I bought its equipments, its good will and circulation, and went merrily along. We also moved out of the cellar into the offices of the Searchlight, in a good business location. In October, 1920, luck again came my way, when my last rival, the Daily and Weekly Sun, suspended publication. I then bought their property, equipment, etc.

"In January, 1923, we moved into our new two-story building on Main street, where we now have three linotypes and a new Duplex press. Our circulation is now 4,792, and, figuring five to a family, I feel that my newspaper reaches around 20,000 readers each day. As it is the only newspaper in the county, we have a large rural circulation.

"Another paper which I have failed to mention, the East Tennessee Republican, came into the field in the meantime, but it was shortlived, and died a natural death in August, 1922. Greeneville has boasted 18 newspapers since 1858, and today my paper, the Democrat-Sun, is the only one which has weathered the storms. It was established in 1879.

"I am a member of the Southern Newspaper Publishers Association, and a number of the publishers have said to me from time to time: 'Mrs. Susong, it's impossible to publish a newspaper successfully in a town of less than 4,000 people.' I just smile and say, 'Well, perhaps so, but I am doing it'; and there is no argument to that. To be exact, we have a population of 3,775, but the population of Greene County is nearly 33,000.

"When I first started in the newspaper business, one of the most difficult things I had to contend with was to convince people, particularly the men I came in contact with, that I was in authority. They would come to the office, and when I came in to talk to them, they would almost wave me aside with the rather impatient comment, 'But, Missey, we want to see the boss,' and for the hundredth time I had to explain that was my title. Now, I have overcome all that, I am happy and proud to say, and when people come to the office on business they refuse to talk to anyone else. It took patient, tactful reasoning, but it was worth it.

"Greeneville, thouugh a small town, is most progressive, and there are several unique things about it, one of which is the fact that it is the only town of its size in the country supporting organized baseball. It is a member of the Appalachian League. We can boast 10 miles of paved streets and three more are just being completed.

"Our town is the second largest burley tobacco center in the world, Lexington, Ky., being the first. Our tobacco crop this year will amount to $4,000,000. We live in a very prosperous agricultural section, and there is diversified farming, in addition to the tobacco crops.

"Of course I work very hard, but I am so happy in it that the hours do not seem long. I go to my office every morning, except Monday when we do not publish a paper, at 8 o'clock, and frequently I work until 9 or 10 o'clock at night. I do everything from writing news stories to writing advertisements, taking charge of the business office, writing up the latest social function, in fact, anything that comes to hand.

"We get the full Associated Press service, but we feature local news. We run each day a continued story, and I am a strong believer in continued stories for the small newspaper. Also we publish a joke column, a comic strip, and a cartoon.

"I consult frequently with my young son, Alexander, aged 11, and ask his opinion as to what he thinks people like to read, for I am training him for a newspaper man. He takes the keenest interest in the paper, and has one of the news routes. Recently I was talking to him, and I said, 'Son, what do you think about these features, and which ones do you like the best?' He looked at them carefully and then said: 'Well, I tell you, mother, I think the continued story, the cartoon and the comic strip are all right, but nobody wants to read those beauty hints.'

"I smiled and thought that my eight-year-old daughter might disagree with him about that. I am sure she would if she were a little older.

"I think I have succeeded because I have tried so hard to make friends for the paper. I do not think you can conduct a newspaper in a small town at all on the same principles as in a city, and I have kept that in mind every day. Constantly some father or mother comes into our office and begs me to leave out a story of a wayward son or daughter which, if printed, would bring disgrace and sorrow upon that household. We grant their request if it is at all possible.

"I believe in smoothing people down, whenever that is possible, and I have turned many enemies of the paper into friends by handling them carefully and tactfully. When it comes to politics, my paper is non-partisan, although I, myself, am a Democrat."

"What do you think is the opportunity for service to be rendered by a small town newspaper?" I asked Mrs. Susong. Her reply came instantly and emphatically:

"Why, I think the opportunity for service is unlimited. I think the newspaper in a small town can render more real service than all the preachers or doctors combined. A country newspaper has the close personal contact with its readers that a city newspaper could never have, and because of that personal contact, it wields an influence the large city newspaper could never hope for. I believe, always in constructive rather than destructive criticism, and I carry out that policy in my paper.

I asked Mrs. Susong what she did for recreation, and from her answer I felt sure she must be the busiest person in all the county's population of 33 000. She said: "Well, I take a prominent part in the social life of Greenville, and then I belong to five clubs. I am president of the Business and Professional Women's Club, and a member of the chapter of the Daughters of the American Revolution, of the Women's Christian Temperance Union, of the Bridge Club, and of the Cherokee Club. I also teach a Sunday school class, and last but not least are my little daughter, Martha Arnold, and my son, Alexander.

"This is the first real holiday I have had in seven years, or since I became a publisher, and I am enjoying my visit to New York immensely. I could talk for hours and hours about the newspaper business, but I am just here for a week, and there are so many things I want to see that I just must rush along."

Mrs. Susong has taken an active part in the Southern Newspaper Publishers Association, and has been a director for Tennessee in that body. She is also a member of the Tennessee Press and Author's Club, and will speak at its annual meeting in Knoxville October 16-17.

I think the newspaper in a small town can render more real service than all the preachers or doctors combined.—Mrs. Edith O'Keefe Susong.

HIGHAM DEMANDS ACTION—AND NEWS—OF "30" CLUB CONVENTION WORK

Nominated for President of Publicity Club After Lively Attack Before It Against Methods So Far Followed in Organizing 1924 Meeting of A. A. C. W. in London

By HERBERT C. RIDOUT
(*London Editor,* EDITOR & PUBLISHER)
(*Special Cable to* EDITOR & PUBLISHER)

LONDON, October 3.—Sir Charles Higham, speaking before more than 400 members of the Publicity Club Monday evening, fulfilled expectations when he voiced a lively criticism of the conduct to date of affairs leading to the 1924 London convention of the Associated Advertising Clubs of the World. He has been in open disagreement with the methods followed for some time.

SIR CHARLES HIGHAM

Sir Charles asked why the Thirty Club had taken no action since the return of the British delegation in June to report to the general committee of the entire publicity and newspaper field which the delegation officially represented. He declared that the general committee was only now meeting, on October 15, and that not only the committee was in the dark, but everybody else too.

The Thirty Club, he said, had made no arrangements at all since June until the delegation reunion dinner September 25. The Thirty Club undertook the honor of conducting the 1924 convention, but a month ago passed a resolution leaving the organization of the event to District 14 of the Associated Advertising Clubs of the World. As District 14 consists of the Thirty Club, the Association of British Advertising Agents and the Ulster Advertising Club, and is controlled by the vice-president of the A. A. C. W., there are no hosts for the convention, he stated.

Who knew this, Sir Charles asked, outside of the Thirty Club? Who, outside of the Thirty Club, knew that Prime Minister Stanley Baldwin had promised to address the inspirational meeting? Who knew that former Premier Lloyd George had promised to speak in Chicago on his present American tour to secure a big delegation from that city?

The British delegation had been back only three months, but the British press seemed to have forgotten all about next year's convention. No word had been issued from the Thirty Club.

No word had reached either the English or the American press since.

Only one paper in America had printed anything about the convention, and week by week it was printing the only news that had reached America. That paper received its information without recourse to the Thirty Club.

"We want action," Sir Charles declared. "We want news."

His disagreement, he stated, was not with men, but with methods.

He considered also that the Wembley Exhibition Grounds are not a suitable location for the convention, and urged that it be held at Westminster Central Hall, London, as a conference centre which all advertising men would find convenient.

Sir Charles concluded with an eloquent plea for unity, that next year's convention may dignify all advertising.

Robert Thornberry, president of the Publicity Club, announced that an intimation had been received of acceptance of the club's proposal of affiliation with the A. A. C. W.

A resolution was proposed and seconded that the Publicity Club protest to the Thirty Club, deprecating the lack of action and endorsing the suggestion of the Central Hall as a convention venue.

Eric Field, a member of the Thirty Club committee, who was present, challenged Sir Charles' statements as to inactivity since the delegation's return, stating that the stress of their experience rendered necessary rest for principals of the delegation, and that no time had been lost.

Without warning or pre-arrangement, an enthusiastic member of the Publicity Club jumped to his feet and proposed that Sir Charles be asked to accept the presidency of the club. The meeting was taken by surprise and wildly applauded, but it was discovered that the matter, not having been discussed in executive committee, the nomination must be deferred until that was done. Sir Charles was highly amused, but expressed entire willingness to serve if the club desired, promising full support to its activities.

I am informed that the Publicity Club now numbers over 400 members, mostly of the younger blood in advertising, and it may be expected to have a prominent voice in the London convention.

FINANCES ON AGENDA OF "CANADIAN PRESS"

Problem of Operation Without Subsidy to Overcome Long Wire Gaps Faces Directors in Winnipeg October 8

The management of the Canadian Press have been engaged during the past two or three months in an intensive study of the financial problem arising through the action of the Government at the last session of Parliament in refusing to continue the annual subsidy voted to enable the C. P. to overcome the handicap of long unproductive distances. A statement is being drafted in which some proposals for meeting the emergency will be advanced and this will be presented at the semi-annual meeting of the board of directors of the Canadian Press to be held in Winnipeg on Oct. 8. Ordinarily this meeting is held in Montreal, but by special vote at the last annual meeting it was decided to hold the session in the West. As the newspapers of Western Canada are particularly interested in the question coming before this meeting, it is opportune that it should be held in the western territory.

E. H. Macklin, Winnipeg Free Press, first vice-president of the Canadian Press, is calling a general meeting of all members of the Western Division which includes the territory from the Great Lakes to the Pacific, to be held on the afternoon of October 8 to consider the situation.

ORGANIZING IN BIRMINGHAM

Southeastern Advertising Clubs Prepare for Meeting Oct. 28-30

Work on the program for the convention of the Southeastern district of the Associated Advertising Clubs of the World, Oct. 28 29 and 30 at Birmingham, is occupying a group of advertising men in several states. Charles B. Marsh is chairman of the committee and is assisted by L. J. Wilhoite, of the Chattanooga Times; David W. Webb, Foote & Davies, Atlanta; Arthur Newmyer, New Orleans Item; F. B. Wilson, Wilson Advertising Agency, Nashville and John Sparrow, Sparrow Advertising Agency, Birmingham.

The program will open Oct. 28, with a number of advertising men occupying pulpits in downtown churches and giving lectures on "Truth in Advertising."

PARIS PRESS ASKS VISIT OF U. S. ADV. MEN

(*By Cable to* EDITOR & PUBLISHER *From Its Paris Editor*)

PARIS, France, Oct. 5.—Reports that the American delegation to the Associated Advertising Clubs convention in London next July would be invited to visit France received a definite impetus today. The Syndicat de la Presse Parisienne voted to extend a welcome to the Americans to follow their London meeting with a jaunt across the channel. This organization is composed of the Parisian newspaper proprietors.

LLOYD GEORGE GUEST AT U. P. LUNCHEON

200 Prominent Editors, Publishers and Government Officials Greet Former British Premier as He Lands

The United Press Associations gave a luncheon in honor David Lloyd George, Oct. 5, at the Hotel Biltmore, New York City. More than 200 prominent newspaper men, publishers, and government officials attended.

In the absence of Karl A. Bickel, president of the United Press, who is on a business trip around the world, Roy Howard, chairman of the board of the Scripps-Howard newspapers, presided. He presented Newton D. Baker, former Secretary of War, who introduced the famous British statesman.

At the request of Lloyd George, his speech was entirely confidential and was not reported.

Publishers, at the invitation of the United Press, came from all parts of the country to be present at the luncheon. Officials of the Associated Press, the International News Service and the Universal Service were also present. Those attending included:

On the dais—Thomas W. Lamont, R. F. R. Huntsman, Sir Roderick Jones, Frank A. Munsey, Hon. James J. Davis, Melville E. Stone, Harry N. Rickey, Chauncey M. Depew, Mr. Lloyd George, Roy W. Howard, Newton D. Baker, William R. Hearst, Sir Alfred Copee, Frank B. Noyes, Harvey D. Burrill, Crover Whalen, Sir Harry Armstrong, Herbert Bayard Swope, Norris A. Huse.

Other guests were:

Roland S. Andrews, Gordon Auchincloss, Clarence Axman.

Hugh Baillie, Clifford Baker, Kenneth Baker, Travis H. Baker, A. W. Barnby, Bruce Barton, Bernard M. Baruch, Luigi Barzini, Robert J. Bender, Robert W. Bingham, Heber Blankenhorn, Paul Block, Sherman Bowles, John McE. Bowman, Herbert Brauff, B. Brewer, Arthur Brisbane, James Wright Brown, Walter B. Brown, Percy S. Bullen, W. F. Bullock, W. B. Burgoyne, Irving T. Bush, Edward H. Butler, Solon Barbanell.

Roy Carruthers, Joseph Cashman, Frank R. Champion, Bernard Cohn, Nelson E. Conine, William J. Conners, Kent Cooper, Fred L. Crane, Harris M. Christ, John E. Cullen, John T. Custis.

W. W. Davies, Arnold L. Davis, Howard Davis, George B. Dealey, William H. Dodge, Col. E. C. Duffin.

Joseph J. Early, L. C. Earnist, Martin Egan, Hon. R. E. Enright, Charles W. Ervin, D. O. Evans.

Fred S. Ferguson, John H. Fahey, William H. Field, Glenn Frank, Wilfred M. Fry, Ichihei Fukuda, James H. Furay.

Frank E. Gannett, Charles Dana Gibson, Martin H. Glynn, R. R. Govin, Raymond M. Gunnison.

Charles N. Halsted, J. W. Harding, John N. Harman, W. W. Hawkins, William Hayward, L. E. Hinrichs, W. C. Hogg, Erie C. Hopwood, Clark Howell, R. F. R. Huntsman, Henry Hyde.

H. B. Jones, Jessie H. Jones.

Thomas Kennett, James Kerney, M. Koenigsberg, H. H. Kohlsaat.

David L'Esprance, William E. Lewis, Walter Lippman, E. J. Lynett.

George T. McDonald, Clarence M. Mackay, Frederick Roy Martin, Lawrence C. Martin, J. W. T. Mason, Julian S. Mason, Judge George W. Maxey, S. S. McClure, O. O. McIntyre, Frank P. McLennan, Ben Mellon, Bradford Merrill, John L. Merrill, Webb Miller, Sir Alfred Mond, Joseph A. Moore, Harry W. Muselwhite.

Daniel Nicoll, T. E. Niles.

Adolph S. Ochs, Walter M. Osstreicher.

Arthur Page, Philip A. Payne, Loring Pickering, Amos R. E. Pinchot, John D. Plummer, Frank Presbrey, C. McD. Puckette, Theodore H. Price.

William H. Rankin, E. Lansing Ray, Ogden M. Reid, Stanley M. Resor, William C. Reick, Arthur T. Robb, Walter S. Rogers, Capt. A. A. Rostron, A. Rothman.

William M. Scudder, Frank Seaman, Dr. Albert Shaw, O. K. Shimansky, George G. Shor, Thomas L. Sidlo, W. P. Simms, R. A. C. Smith, William J. Southam, Keats Speed, John J. Spurgeon, Henry L. Stoddard, Lyman Beecher Stowe, Sir William Sutherland, A. J. Sylvester.

John H. Tennant, H. B. Thayer, Frederick I. Thompson, Paul Thomson, Sir Henry Thornton.

Tarashige, Uyehara, Seichi Uyeno.

E. A. Van Valkenburg.

F. A. Walker, Richard Walsh, Hon. H. H. Walters, Travis H. Whitney, Louis Wiley, F. Douglas Williams, T. R. Williams, T. Walter Williams, W. Wyn Williams, T. W. Wilson, Butler Wright, Thos. B. Wells.

BARRY OFF FOR ORIENT

Will Assist in Reconstruction of Japan Daily Advertiser

J. P. Barry, general manager and American representative of the Japan Daily Advertiser, will leave New York for the Orient today to assist in the reconstruction of the Advertiser and Trans-Pacific Magazine and News Service after the quake. Publication of these American periodicals will be resumed in Tokio soon, before the erection of a new building equipped with the latest machinery available. For the present the Advertiser has been forced to suspend publication—the first time in 18 years.

J. P. BARRY

Mr. Barry calls attention to the fact that, as the Osaka papers are now covering Tokio and Yokohama pending re-establishment of the papers whose plants were destroyed, American firms now have the opportunity to reach the bulk of the Japanese buying public through advertising media published in one city. He predicts that more American goods will be sold in Japan during the coming year than ever before, owing to Japan's unquestioned financial standing.

Pulp Association Meeting

Simplification and standardization of paper sizes will be one of the important topics of discussion at the fifth fall business conference of the American Pulp & Paper Association, Oct. 11. Frederic W. Hume, executive secretary of the National Publishers' Association, will be one of the important speakers on this topic.

Returns to Morning Field

The Aurora (Ill.) Star, recently acquired by G. A. DeWitt and F. F. Haight, is now issued as a morning paper and will soon put out a Sunday edition. The Star was originally a morning publication but was changed to afternoon.

Buys Plate Rights

The United Newspaper Plate Company of Cleveland has taken over the rights to make newspaper plates of all matter produced by the Central Press Association of that city. This includes four pages of illustrated matter daily.

Publishing Organization Completed

The High Point (N. C.) Publishing Company, which will publish a morning paper, has been organized with H. A. Millis, president; John Beasley, vice-president and general manager, and L. C. McAskill, secretary and treasurer. The first edition of the paper will appear October 14.

Celebrates 36th Birthday

The St. Cloud (Minn.) Daily Times, the first daily in that city, celebrated its 36th birthday on Sept. 27.

NEW YORK DAILIES ARE AGAIN NORMAL AS PRESSMEN ACCEPT TERMS

Emergency Declared Ended October 3, With Pressrooms Fully Manned—Old Union Members Voted 14 to 1 to Return as International Card Men and Promise Good Behavior

"THE pressmen's strike being over, the emergency is declared to be ended at the end of the day shift today."

This notice, issued October 3 by the New York newspaper owners' committee of eight, over the signature of Lester L. Jones, executive secretary of the Publishers Association of New York City, officially recognized a state that had been apparent since last Friday night, when the striking pressmen, 1,500 strong in meeting, voted 14 to 1 to seek their old places, not as members of the extinct local union, but with international union cards.

Evening papers returned to regular-sized editions October 2 and the morning papers were their old bulky selves the next day. Heavy volume of copy from the department stores which had been starved of their newspaper ration for ten days, plus automobile advertising for the closed car show which opened Monday, brought some of the evening papers out in 40 to 46 page editions Wednesday, while the Times of that day carried 48 pages.

David Simons, president of the old local, finally ended his plea that the international officers had not formally revoked the charter and on October 2 advised 150 pressmen who attended a meeting he called to return to their posts as international card men. He also surrendered the books of the old union to the district attorney for investigation of charges made by former members of financial irregularities.

Similar charges were pressed by Joseph C. Orr, secretary-treasurer of the international, but all were denied by Mr. Simons and Isaac Rosenthal, secretary-treasurer of the old local.

Simons' call of the meeting was met by a proclamation by the international officers that men attending it might be considered secessionists from the international, and that the penalty for secession was fine and expulsion.

Several former members of the union, including Mr. Simons, have not been restored to their former places in the pressrooms. They claim that the international union and the publishers' association have established a blacklist, a charge which is denied by both. It is believed, however, that men who were known as trouble-makers will find it difficult to make their peace with the publishers and the international offiers, who are united in efforts to end the chaotic conditions of the past three years.

Members of the New York Times crew who were restored to work after the vote of September 28 were formally notified by Adolph S. Ochs, publisher of the Times, that the paper held no feeling of ill-will or resentment toward them because they had obeyed their local officers in the illegal strike on September 18. Their co-operation is asked in establishment of harmonious relations with the new men who put out the papers during the emergency, who were assured of steady employment. Although their walkout forfeited their participation in the Times' sick, disability, death and pension benefits, which have aggregated $15,000 in the pressroom during the past year, the Times states its readiness to restore these privileges after a probationary period. "We invite you to co-operate in making the Times establishment the abode of peace and happiness," the notice concludes.

Members of the typographical union usually employed as extras will be compensated for the work that they missed because of the curtailed editions during the strike. Following a conference with Leon H. Rouse, president of Typographical Union No. 6, on September 28, the publishers announced that "the financial week prior to September 17 will be made the basis for compensation for such extra men.

In other words, the number of extra days (exclusive of overtime) given out during that week in each office will be the amount of money to be paid by each office for each of the two weeks ending September 23 and September 30 only."

This money will probably be paid to the chapel chairmen, who will distribute it equitably among the extra men on each newspaper sub line.

Pressmen to the number of 295 were assembled by the international union and the newspaper publishers during the emergency from cities throughout the east and middle west, it was learned this week. These men were paid, up to the time the emergency was officially declared ended, at the rate of $20 a day for eight hours. Many of them worked two shifts a day to put the combined papers out, and in addition to receiving full pay for each shift, were paid overtime for all work after the first eight hours. It was calculated by one New York executive that these men were receiving for part of their time pay at the rate of 6¼ cents per minute. This rate was dropped on all papers after October 3, and the rates of pay established in the contract of September 21 between the publishers and the international became effective then, and will remain so unless changed by conciliation or arbitration proceedings, preliminaries to which are now under way.

A feature of the closing days of the strike was a scathing denunciation of the union's conduct telegraphed from Portland, Ore., by Samuel Gompers, president of the American Federation of Labor, in convention there. He commended steps taken by President George L. Berry to restore normal pressroom conditions. Reports from Portland stated that delegates of the A. F. of L. convention greeted Berry with an ovation when he entered the convention hall.

A summary of the strike and its causes, prepared for his own use by the publisher of a New York paper, sets forth the employers' view of the situation, and, in doing so corroborates fully the impartial reports that have been rendered by EDITOR & PUBLISHER since the pressmen began their ride to destruction three years ago. As a "round-up," conclusive story, it is published in substance, as follows:

The trouble with the pressmen employed on the New York City newspapers is the outgrowth of the timidity and "let well-enough alone" policy of the Newspaper proprietors, and they are now suffering from the result of their own carelessness and indifference. For years, concessions of apparently little or no consequence were granted every time a new agreement was made with the Pressmen's Union because the amount involved seemed too small to make an issue and cause inconvenience and disturbance.

So, year after year matters have been going from bad to worse, until the relationship with the Pressmen's Union became simply intolerable. The success of the officers of the union in obtaining concession after concession resulted in giving them a popularity and a vogue that entrenched them in their office; gave them self-confidence, independence and arrogance.

Intoxicated with their success and exaggerating their importance, the cabal controlling the local union got into conflict with other pressmen's unions throughout the United States and injected into their international organization discord and rancorous feeling, until finally there seemed to be a line-up of the local unions throughout the United States as against the New York union which was belligerent and defiant.

The unions outside of New York, however, controlled the situation and elected international officers that were anathema to the New York City organization. In 1919 an unwise strike of the pressmen in the job printing offices in New York was denounced by the international officers, the charter of the local was revoked, and a new union was organized and successfully put in control of the job printing offices.

This added to the resentment of the local union of newspaper pressmen. Such was the situation when the agreement between the publishers and the local union terminated and a new contract was in negotiation for the year 1921.

Failing to come to a satisfactory agreement for a new contract, after a long and wearisome effort to choose an arbitrator, Judge Manton, of the United States Circuit Court of Appeals, was chosen arbitrator.

He held long sessions with the representatives of the union and the publishers; the claims of both parties were fully and intelligently set before him; he took the matter under advisement; gave time and thought to composing the differences, and with the facts before him and with a conscientious desire to be fair and just, he gave a decision which is embraced in what is termed the "Manton award."

Judge Manton has been many years on the bench and is highly regarded as an upright and courageous judge. The decision was judicial and was based on the customs of the industry throughout the United States. He gave consideration to the increased cost of living in New York City and the shop conditions prevailing here.

Notwithstanding the fact that the union was pledged to accept his decisions—as were the publishers—in good faith, as soon as it was announced at a union meeting there was a fierce protest on the part of the members, and for hours extending beyond the time they should have been at work they were discussing its acceptance, causing (pending the consideration of the acceptance of the award) a suspension of operation in the various newspaper offices.

Wise counsel finally prevailed

(Continued on page 30)

BACK TO NORMALCY By C. R. Macauley

DIRECT RESPONSE TO NEWSPAPER ADS DEMONSTRATED IN YEAST CONTEST

Fleischmann Company Used 129 Dailies, 1 Magazine, in Announcing Their $5,000 Prize Health Contest—25,000 Replies Received

By HAMMOND EDWARD FRANKLIN

AN inundation of mail from the country over within a short time has demonstrated for the Fleischmann Company the direct response which newspaper advertising can bring to carefully planned campaigning. The experience of the producer of the familiar little yeast cake also illustrates how a contest may be staged to stimulate interest in a product successfully.

The business man who is looking for a way to arouse new interest in his line, after it no longer is a novelty to the public as a whole, is likely to wonder, sooner or later, if some sort of a contest wouldn't "turn the trick." It is almost as easy to have a contest which "flivvers" as one which goes over. His best move, therefore, is to study exactly how successful consumer contests were made so and apply the same fundamental principles to his own business.

For years Fleischmann's Yeast was on the market and used only by bakers and in the home for making bread. For a long time it was known to grocery clerks that yeast, especially when mixed with cranberries, would cure pimples and boils. After vitamines came to be better understood, scientists worked out tests which showed that the ordinary yeast cake had a distinct value for skin disorders, for toning up the system, and for constipation. A page article was printed in a leading syndicated newspaper on these tests and what they showed, followed by a page advertisement in the same medium. Fostered by continuous advertising, it was immediately plain that yeast was to have a greatly increased demand.

In the drug trade, it is a common sight to see a product jump into popular demand, have a run and then drop out of sight forever. With the yeast cake, sold through grocery stores everywhere, the Fleischmann Company had no intention of letting such a result happen. While the yeast cake was a novelty in its use for health, the company poured scores of thousands of dollars into advertising space. Incidental markets, such as yeast drinks at soda fountains and yeast for poultry food, were opened up. But as the months wore on, in order to continue to keep yeast in strong demand and make people continue to talk about it, the Fleischmann Company decided to present its case through a new angle.

The sum of $5,000 was set aside for prizes which would be awarded to consumer users for the best experience in 300 words with the product for health. The first prize was $1,000, the next two were $500 each, there were ten of $100 each, 40 of $25, and 100 of $10 each, a total of 153 cash prizes.

On or about July 15, the announcement of this contest appeared in the regular list of daily and Sunday newspapers in the United States and Canada. Just one magazine, the Literary Digest, carried copy of the contest. Newspapers used numbered 129.

Hardly had the announcement appeared in the newspapers when the requests for the special folder began to pour in like a flood. Over 5,000 folders were mailed out in the first four days.

This special folder had no small part in the success of the contest. It consisted of four pages, 8½ by 11 inches. The front page simply had the title, "The greatest health contest ever held." The second page contained a small reproduction of the opening announcement I have already quoted, with these six simple rules:

1. This contest is open freely to all whose health has been benefited by Fleischmann's Yeast without distinction as to age or sex. (Employees of the Fleischmann Company alone excepted.) There are no entrance fees—no restrictions of any kind. All that is necessary is to write on the opposite page, in not more than 300 words, an account of just what Fleischmann's Yeast has done for you.
2. All reports must be signed and witnessed in the space provided.
3. All reports must be in the mail before midnight of Wednesday, Aug. 15, 1923.
4. No papers will be acknowledged or returned.
5. Prizes will be awarded for the most interesting and convincing letters by a board of impartial judges.

Only one additional advertisement, this one in generous space calling attention to the fact consumers still had time to enter was printed in the same newspapers and the lone magazine early in August. This brought a second inundation of reports, which continued to arrive until the last of the 300-word reports postmarked Aug. 15 had poured in.

Six judges worked night and day to cull out the best letters: It took them a solid month to go over all the thousands of reports. It was necessary for the company early last month to publish a special piece of copy—"Prize winning reports soon to be announced—number of contestants greatly exceeds expectations"—in which the Fleischman Company proclaimed that it was sorry for the judges, but pleased with the results as corroborating its own sales figures and that of field forces of the wide interest in yeast for health.

Last Sunday, a huge announcement of the prize winners appeared in the same list, made up to a considerable extent of special Sunday supplements and rotogravure. In a scroll, the names and addresses of all winners were given, with extracts from a few letters below.

The advertising was in charge of J. Walter Thompson Company, New York City.

Altogether, 25,000 or more contest folders were sent out in response to requests.

"In the first place, the object was to create a new interest and enthusiasm in Fleischmann's Yeast for health, to get people talking about it, thinking about it, and wondering if it wouldn't be good for them, too," S. H. Richey of the J. Walter Thompson Company explained. "In the second place, we wanted to find out just what people had been eating Fleischmann's Yeast for. How many had used it for constipation? How many for skin troubles? How many for stomach troubles?

"Before the announcement advertisement appeared, each district office of the Fleischmann Company knew just what papers in its territory were to carry it. Every person in the whole organization knew about the rules and the whole plan through an article in the Bulletin (Fleischmann house organ). In addition there were folders printed, announcing the contest, giving the rules, etc. These were for the salesmen to distribute to grocers and to leave with them for their customers. This folder also served to interest the grocers and was the only direct merchandising appeal to the trade.

"Of course, there was no need for getting distribution. The company had that. But the interest of everyone was essential.

"Essays came from every state in the United States, every province in Canada and a few from Mexico and Europe.

"The contest we feel was a great success. Its pitfalls were minor—just a delay in announcement of prizes due to the stacks of mail to read, and the care in awarding the prizes, and the putting aside of letters that did not meet the simple rules. The announcement advertisement was checked by the post office authorities as a necessary preliminary. The post office ruled against a coupon, so no attempt was made to use keys. All requests for folders came to one post office in a specially engaged box—all essays came to another post office and another box. The first address was given in the advertisements, the second on the special form.

"The form proved a splendid idea. It not only made a uniform pile of letters for the judges to read, but each had a printed release signed by the writer, and a witness's signature for accuracy in the story."

It should be noted that all of the advertising of the contest—and but two pieces of copy were devoted to announcing it—brought out clearly the very points which the company wanted to get over to the public. In other words, the contest idea did not take away attention from the products themselves. Instead, the contest placed the products in the limelight in sharper focus.

With newspaper space the country over available at short notice, it is possible to stage a dramatic national contest quickly and have the prize winners announced soon thereafter. With magazines, most of which have closing dates long in advance of publication, it is not possible to handle a contest so well, nor take care of special contingencies which arise. The response of newspaper readers to contests also is proven by the quick response which well planned editorial contests, conducted by papers themselves, often bring.

For making a real success of a national, popular contest, it may be set down in all accuracy that "Nothing takes the place of the daily newspaper."

THE FLEISCHMANN COMPANY ANNOUNCES

The Greatest Health Contest ever held

$5000.00 in prizes

for the best 300-word reports on *What Fleischmann's Yeast has done for you . .*

If you have ever eaten Fleischmann's Yeast for health, this contest is held for you!

Write the story of your experience—and win one of the 153 cash prizes offered below. Everyone knows the health value of Fleischmann's Yeast. Millions of cakes are consumed daily.

And now we want a report from *everyone* whom Fleischmann's Yeast has benefited.

Skin troubles are the body's warning that something is wrong. Fleischmann's Yeast helps to correct their cause by keeping stomach and intestines in a natural, healthy state.

During the past six years the Fleischmann research laboratory, with the assistance of many of America's foremost scientists, has worked continually to discover all the facts about Yeast as an aid to better health. Today we know the familiar little yeast cake with the yellow label is a food with a unique power.

Constipation is an almost universal evil, and one of the most difficult to cure. Thousands have found that Fleischmann's Yeast overcomes constipation naturally and permanently

It "tones up" the whole system and builds strength and vigor

It corrects skin and stomach disorders.

It offers a simple and effective way to overcome constipation — permanently and without the help of habit-forming cathartics.

Proved by science — popular with millions—we know that. But we want to know *more*.

We want to know just what it has done for *you*. We want every man and every woman whom Fleischmann's Yeast has benefited prior to the first announcement of this contest to write us about it—telling their own story in their own way (employees of the Fleischmann Company alone excepted).

People troubled with loss of appetite and energy, or faulty digestion, have found that these troubles disappear when they eat Fleischmann's Yeast regularly.

We believe this will be the greatest Health Contest ever held.

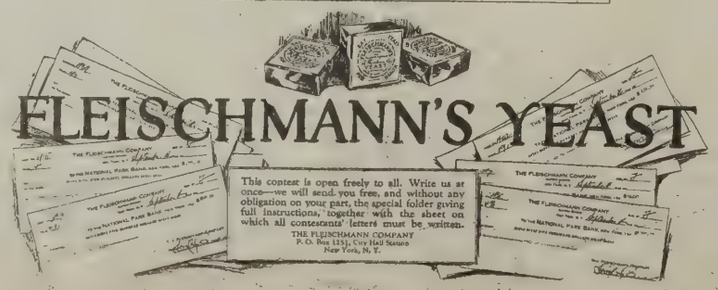
It begins today.

It closes August 15.

A board of impartial judges will award the prizes for the most interesting and convincing reports; and the prize winners will be announced in this paper during September.

This announcement will not appear again. Write us for full details today.

Win one of these 153 cash prizes—
First prize $1000 — Second prize $500 — Third prize $500
— 10 prizes of $100 each — 40 prizes of $25 each
— 100 prizes of $10 each



Potent space. Appearing in 129 newspapers on July 15, this copy sold an unknown quantity of yeast cakes—its secondary purpose—and brought in 25,000 letters for the Health Contest Prizes.

You still have time to enter!

The greatest Health Contest ever held closes August 15—$5000.00 in prizes—If you have been helped by Fleischmann's Yeast, send in your report NOW!

Only a few days more till the Fleischmann Health Contest closes. On August 15 the judges will begin their task of selecting the prize-winning reports. Get yours in at once!

$5000.00 will be distributed for the most interesting and convincing stories of what Fleischmann's Yeast has done for you. Everyone who has been helped by Fleischmann's Yeast prior to July 15, when this Contest began, is eligible for a prize.

Ever since the health value of Fleischmann's Yeast was discovered, leading scientists have been working to reveal *all* the facts about this unique fresh food. Today we know definitely how Fleischmann's Yeast builds new strength and vigor—how it removes the cause of skin and stomach troubles—how it will overcome constipation naturally and permanently.

Hundreds of thousands of men and women have learned by actual experience the value of the familiar little yellow-labeled cake. If you are one of them—we urge you to send in your report.

Write for full details, together with the special sheet on which all contestants' letters must be written. You have until midnight of August 15 to mail your story.

This contest is open freely to all (employees of The Fleischmann Company excepted). There are no restrictions—no obligations on your part. Simply say: Send me the Fleischmann Health Contest Folder at once. THE FLEISCHMANN COMPANY, P.O. Box 1251, City Hall Station, New York City.

Win one of these 153 cash prizes—
First prize $1000—Second prize $500—Third prize $500—10 prizes of $100 each—40 prizes of $25 each—100 prizes of $10 each

FLEISCHMANN'S YEAST

Just a reminder. This is the second of two advertisements devoted to announcing the contest. Like its predecessor, it put across the contest idea, but it didn't slacken for a moment in making sales for yeast cakes.

Kingston to Teach Ad Classes

Douglas P. Kingston, of Barton, Durstine & Osborn, will teach principles of advertising in one of the new evening classes of the University of Buffalo.

NEWSPAPERS HIT ROCKS WHEN EDITORS FIND THEIR GROOVES COMFORTABLE

Authority Delegated to Mechanically-Minded Subordinates Makes a Half-Wrought Product Which Is Easy Prey for Alert, Young-Minded Competition

By JASON ROGERS

THE definite shaping of our newspapers frequently degenerates into mere routine. The man responsible delegates authority to subordinates who in a half-hearted way go through the motions until the product is a half-wrought thing. If we could employ men really interested in their work and willing to devote intelligent effort every day and continuously, we could well afford to pay them two or three times present compensation and be money in pocket.

None of us in the harness are willing to confess our failings, for to do so would be an admission of poor management, and then again there are many among us not thoroughly enough grounded in our business to tell when a job is well done or half done.

Our newspapers grow into habits like individuals. We get the habit of devoting space to departments and features, and use the space day in and day out, regardless of justification for doing so. Thus a go-ahead newspaper, making frequent additions to its columns, finds itself much larger than it should be.

We grow careless in the use of our precious and expensive space, each inch of which costs us money. We continue features after they have lost interest justifying their use. We fear the result of dropping of some department or feature, and we encourage writers to fill space with drivel rather than compel them to deliver the goods.

Not long ago an important newspaper, which for years had been publishing a feature conceded to be the best in the land, suddenly dropped it. Not a ripple of protest was aroused. Not a reader wrote to the editor. This was a great surprise to its publisher, but a wonderful illustration that we build up an entirely erroneous valuation on things.

Experience shows that many of the old reliable dominant newspapers gradually become water-logged with routine. They please old readers with whom they have become a habit, but they are so jammed with departments and features which pleased an older generation that they have not the space to gather increased circulation by publishing matter appealing to the younger people.

We talk of some of the great newspapers of the country as successful, though many of them have made no notable gains in circulation for a generation, while competitors have established large circulations, part of which should have gone to the old-time success had it been alert.

In a strictly modern up-to-date growing newspaper we can get papers on the street in from 3½ to 5 minutes after the last form has been delivered to the stereotypers. In some of our present-day great newspaper offices it takes from 25 to 35 minutes to get the first paper from the presses.

The circulation manager of one great newspaper recently told me that if he could get his first papers within 10 minutes he could sell 30,000 more copies. The lost motion enabled competitors to beat him out to every important point and sell thousands of copies to people who will not wait for the slower moving water-logged sheet.

Whenever we feel satisfied with ourselves we have reached a point where we should watch our step. Whenever those who make a newspaper are perfectly satisfied with the product, and I know many such, there is fine opportunity for a competitor to step in and take a big slice of white meat.

It was so in New York in 1883 when Pulitzer came to town from St. Louis and established his great success with the World. The old-timers were asleep at the switch. Not a single one of the then big leaders is really on the map today.

It was so in New York in 1896, when Hearst and Ochs came to town to start their great upbuilding campaigns by widely different methods. The Times of today probably has a larger circulation than the total of the Herald, Tribune and Sun of 1896, and we know that the Hearst newspapers probably have much more than the combined sale of all daily newspapers of that period.

In Chicago it has been a survival of the fittest. The Daily News and Tribune have larger sales than at almost any previous time when they sold for one cent a copy, but Hearst has developed large total figures, part of which should, naturally, have gone to the older papers.

The old Herald, Times, Chronicle and Inter-Ocean are found in the present Hearst Herald-Examiner in the morning, while the Journal and the Post in the evening really don't count when it comes to measuring total sales for the city. They have done fairly well to hold on to the rope, and to make the gains they show.

Did the old New York Herald progress during the last years of Bennett's ownership? Did the old New York Sun progress under its old management? The answer must be known. Supposedly, they were both carefully managed properties, but they had grown so mush-bound that progress was backward and not forward.

Under the ownership of Frank A. Munsey, the present New York Herald, representing a combination of the old Herald, Morning Sun and Press, which among them in 1896 had, according to Ayers' Newspaper Directory, 300,000 circulation, has today 166,000. Meanwhile the Times, which had 20,000, has climbed to 341,000 and the New York American, which was then the Morning Journal, from 120,000 to 329,000.

Checking up the Chicago situation in the same way, the Daily News had 205,626 circulation in 1896 as against 386,155 in 1923, and the Tribune has 537,134 as compared with 75,000 in 1896. Meanwhile the old Times-Herald, Inter-Ocean, and Chronicle, which had 210,000 circulation between them in 1896, have been merged into the Herald Examiner with 354,147, and the Chicago American, an entirely new production since 1896, has 387,573.

I have drawn on these figures from past experience to indicate specifically what has taken place and why.

As we look back at the newspapers which have passed out or been superseded, we more fully realize the pitfalls into which many of them found their fates through false notions regarding their own excellence as newspapers, adherence to tradition and failure to keep step with progressive civilization.

Viewed from the standpoint of today the old morning Sun, under Dana, was the ghost of a newspaper as compared with the New York Times of today, just the same as was the Herald or Press. Dana's wonderful editorials written by other men under his directions may be considered as the excuse for a newspaper, but he never built one to the proportions of the present-day Times.

The Herald of those days (1896) was a mere reflection of the yellow journalism of early days. It had been a highly successful one from a commercial standpoint, until Pulitzer demonstrated that a man right on the ground can annihilate a newspaper run by a dilettante in Paris.

The Press never was a newspaper, checked up against the standards of its day or this. It was a mere campaign sheet kept alive because men hated to see its large group of readers thrown to the bow-wows.

In Chicago, the Times-Herald of 1896 represented a merging of the old Chicago Times and Chicago Herald, the latter of which, under Scott, was a real newspaper in many regards. It was an unsuccessful newspaper even when it later was merged with the Record and became the Record-Herald.

The old Inter-Ocean in 1896 was a mere derelict on the sea of journalism piloted by William Penn Nixon and later by H. H. Kohlsaat and Yerkes for the loss of millions until it finally brought up as part of the Herald-Examiner.

A study of any or all of these old sheets which fell by the wayside before the advance of more purposeful and sounder journalism—either yellow or legitimate—proves beyond discussion that there can be a substitute for the real goods in newspaper-making. Either a newspaper is good and successfully managed or in time it must fade out. Each copy printed is final evidence regarding what it is.

A newspaper to make a success must excel as a *newspaper* like the New York Times, be like the Hearst products, or a half-and-half like the many others, blending news enterprise, bold promotion, and popular features.

There seems to be no course between the three types. Every successful newspaper I know of shades into one of the groups, while many of these that merely beat time have neither the purpose or inclination to find the groove that leads out of red ink.

WHO SAID BANKRUPTCY?

One of the very first official acts of Chancellor Streseman of Germany was to invite the newspaper men representing German and foreign papers to come in for tea and a chat. Here we have them in the gardens where Bismarck took his health hikes. The Chancellor is shown in the center talking with Felix Bagel of the Deutsche La Platta Zeitung of Argentina. Pick out your American friends in Berlin—they were there.

"BIG BUSINESS" IDEA NOT N. Y. MAIL'S

Henry L. Stoddard Claims Success for "Small Unit," In Announcing Discharge of $400,000 2d Mortgage

The heavy cost of the pressmen's strike in New York did not prevent the Evening Mail from paying and cancelling on Oct. 1 a $400,000 second mortgage, leaving only $500,000 first mortgage on the property. It is expected that the earnings of the paper will permit the retirement of the first mortgage in the near future. Henry L. Stoddard, editor, personally owns over $400,000 of the outstanding first mortgage, as well as all stock in the company.

HENRY L. STODDARD

He stated to a reporter for EDITOR & PUBLISHER on Wednesday that the increasing success of the Evening Mail is an answer to the theory advanced by some publishers that newspapers must pattern after "big business" and become "large units" if they are to succeed.

"I deny that newspapers should be conducted on the lines of 'big business,' and that consolidation into what are called 'large units' is a good thing for newspapers," said Mr. Stoddard. "Consolidations are necessary and wise where a community is over-newspapered; but consolidation effected merely to buy circulation in bulk and thus to create a 'big' newspaper never results as anticipated.

"The best circulation growth," said Mr. Stoddard, "is that which comes from the development of the newspaper itself. It means hard work, many disappointments and many mistakes, but in the long run persistent effort gets the only circulation that sticks."

"The Evening Mail has no morning or Sunday editions and is not associated even remotely with any other newspaper or any syndicate of papers. Every effort of our staff is centered on the one paper; staff conferences determine policies, features and news values. We have no other interests.

"I attribute the success of the Evening Mail to the fact that every department chief is urged to express his ideas frankly; the spirited discussion that follows usually developes the right point of view.

"Only three public questions are not subject to modification in these conferences of The Mail's executives. The Mail stands (1) for unyielding war upon war and all war-breeding policies; (2) for prohibition and (3) against race-track gambling. Many persons who profess to know New York say that such policies have not many followers there; the steadily-rising circulation of the Mail is evidence to the contrary."

CHARLESTON AMERICAN SUSPENDS

Circulation Bought by News and Courier As of Sept. 29

The Charleston (S. C.) American suspended publication with its issue of September 29, its subscription list having been taken over by the News & Courier. The publishers of the American in announcing the sale stated that "the interest of Charleston can be served by one newspaper in the morning field and they have decided to retire."

The American was purchased last year by John H. Perry and Richard Lloyd Jones. It was established in 1916 as a morning and Sunday paper by Mayor John P. Grace of Charleston.

Buys Suspended Paper's Lists

The Thief River Falls (Minn.) Tribune has taken the subscription list of the suspended Middle River Pioneer.

HOW LE PETIT PARISIEN DISTRIBUTES 2,000,000 COPIES A DAY

First Edition Goes to Press at 5:30 P. M. and the Fifteenth Appears at 6 A. M.—Mail Subscribers Who Number Only 65,000 Are Not Encouraged

By G. LANGELAAN
Paris Editor, EDITOR & PUBLISHER

ONE MILLION EIGHT HUNDRED THOUSAND copies a day is the circulation of Le Petit Parisien. During a recently organized competition its daily circulation reached two million. High as these figures are, they were considerably exceeded during the World War, when at times the Petit Parisien output reached the stupendous total of three and a half million copies daily.

The Petit Parisien, most widely read of all French newspapers, circulates chiefly in Paris and the North, Northwest and West of France. Its sale in the South and Southwest is insignificant, the reason being that there the Provincial press turn out daily newspapers which compare with their great Paris rivals.

This daily circulation of 1,800,000 copies is printed in no less than 15 separate editions. The first edition goes to press at 5:30 P. M., dated, of course, for the following day, while the last comes off the machines at 6 o'clock in the morning. The editions for the provinces are made up to fulfil local requirements.

The fifteen editions are distributed in five separate ways. First there is the postal service to subscribers, who number 65,000. Then a distribution by post has to be made to 12,000 news agents in the provinces acting as distributing agents to smaller news vendors. Next, copies have to be sent by railroad to 6,000 similar agents. Following this service is the distribution by automobile to news agents and centers outside Paris but within a radius of 60 miles. Lastly comes the distribution in the capital itself.

Paris and vicinity within 60 miles absorb half the circulation.

Postal subscribers, of which there are 65,000, are not sought after. The management feel that to make any special attempt to get such subscriptions, although ensuring the greater part of the sale price to the public coming direct to the paper, is not good policy, and is unfair to news agents. Most of such subscribers are people who live in out-of-the-way villages. Subscriptions are accepted to run only from the 1st or the 15th of the month. This makes the task of follow-up and reminder letter appeal much easier when subscriptions are about to lapse.

Each subscriber has an addressograph plate with his name in the usual embossed characters beneath a typewritten slip also giving the name, address, date when subscription lapses, etc. Stacks of trays filed along whole walls of the subscription department are arranged so that each tray corresponds to the stations served along a particular railroad.

Thus, routing begins as soon as a subscription is received. To find any subscriber's plate, reference is made first, not to his name, but to the town or village he lives in. This is known to be in the tray corresponding to the itinerary of train No. so-and-so, and is at once found. Subscription plates are filed in such a way that as they draw near to the date of expiration they come more and more to the front of the tray. Every fortnight a member of the staff goes through all the trays, and subscribers whose subscriptions are about to fall due are noted. When they do fall due, if not then renewed, they go into a suspense tray.

This is done so that there shall be no break in the receipt of the issues containing a *feuilleton*, serial story, an important feature in French newspapers, generally running two at a time. Loss through over-service to subscribers who have not renewed is completely eliminated, and there is no doubt that this result is in great measure due to the system of accepting subscriptions to run from only the first or 15th of the month.

In wholesale distribution, by post and by railroad, the Petit Parisien is in direct touch with 18,000 news agents, all of whom, besides selling copies in their own shops, supply other news agents within their neighborhood. With all these 18,000 distributors, the management has separate accounts, and these accounts are attended to by a staff of 60 bookkeepers. Monthly accounts are rendered, papers supplied are billed and allowances made for unsold returns. There is a special service at Clichy, a suburb of Paris, which verifies these returns, and the subsequent sale of the returns as waste paper just covers the cost of the service.

The department of the Petit Parisien, which looks after the dispatch of subscribers' copies and parcels which go to news agents through the mail, is in itself a complete post office.

It would be impossible to expect the postal authorities at short notice to start sorting hundreds of thousands of copies and parcels of the paper, so the work has to be prepared for them in their way. On large tables the wrappers are set out early in the day, with indications on each as to the number of copies they are to hold, one or many. All correspond with trains whose routes are known, and with each set is a way bill which passes from hand to hand until the complete parcel is made up and reaches the train, when it is handed to the postal authorities.

The wrappers on separate copies as well as on parcels are printed in one piece, the title of the paper at the top, the subscriber's or agent's name and address beneath, at one operation. Addresses are not printed on small slips and then stuck on, as in America.

A fleet of 15 to 20 automobiles takes the early copies to the trains and then serves the suburbs and the vicinity of Paris within a radius of 60 miles.

Within Paris itself the distribution is done by small cars and cyclists. No fewer than 52 clearly defined itineraries have to be covered in this way inside the walls of the French capital. No distribution is made inside Paris direct to news agents. The papers are distributed to certain centers in each ward of the city, the center in each being a café which opens early in the morning.

These cafés, which open their premises in the early hours of the morning to this traffic, find their profit in the refreshments they sell to the people coming for supplies. In these centers, too, all other publications besides the daily papers are supplied to the small news agents. Daily reports from the distributing centers in the city enable the administration to gauge exactly how sales are going, where to increase, and where to diminish.

The management of the Petit Parisien decided that the head of each department should devote his attention to the work in hand and the perfect functioning of his department and not become, as often happens, a mere machine for dictating letters. In order to achieve this, the stenographer attached to the head of each department or sections is much less a stenographer than a secretary.

A very important part in the smooth running of the enormous daily circulation of close on two million copies is played by the corps of 15 inspectors, who move from place to place, and their 60 subordinate district chiefs, who are located each in his own section.

His duty to the paper is his whole day-long work, and he must undertake no other employment. He is the local arbitrator in case of dispute, and if at any time through accident or misunderstanding the paper is in danger of not going along its usual course of distribution, he must see to it that it is distributed.

His job also is to watch competition. He draws up a daily report on sales, on local conditions and happenings as they affect the sale of the Petit Parisien, and on the activities of competitors. Over the heads of these 60 district chiefs are the 15 traveling inspectors, who move continually from place to place, investigating, suggesting, and doing all that can be done to push circulation and lift it up where it shows signs of weakening.

When the machines of the Petit Parisien begin to supply the stream of their 15 daily editions to satisfy the wants of their 1,800,000 readers, the copies come rushing down a couple of shafts to a large table in the center of a hall. Here stand a line of men, distributors, who take them up in packets and run them across to ten other huge benches.

Each of these benches has a team of six packers under the charge of a "counter." He takes the first label to hand, counts the number of papers indicated thereon, and passes it to one of the six packers. Packed, the papers are taken to vans.

The postal parcels and copies do not go through the post but are handed straight to the trains, so that more than half the work of the postal authorities is done for them. When the rush subsides, a tally is made with the numbers of copies which have come off the machines and the numbers sent out indicated on the duplicate bulletins returned by the counters. These bulletins gradually find their way back to the departments from which they originally came, and thus the checking goes right back to the source.

M. Paul Dupuy, director of the Petit Parisien, and a member of the French Senate, is of the new school of employers of labor. With his fellow directors, he considers no progress possible unless the staff are made to feel that they are part of the business, that its success is their success, its future their future.

In 1920 he inaugurated a pension scheme in co-operation with the employees. Each worker pays 5 per cent of his salary into a fund, and to this the management adds a like amount. By paying 7.5 per cent instead of 5, the employe can insure that in case of death his widow will receive a pension. Since the inauguration of this scheme, the percentage of men leaving the employment of the Petit Parisien of their own free will has been very small indeed. This fund is governed by a committee of the men jointly with the management.

M. Dupuy is due to visit New York in October, and if during his trip he picks up a few ideas for improvement of ways and methods in his wonderful organization here they will be in operation in the Petit Parisien within a few hours of his return.

"IT SAVES SPACE," SAYS MUNSEY, CHANGING HERALD MAKE-UP

THE NEW YORK HERALD

VOL. LXXXVIII.—NO. 35—DAILY. NEW YORK, THURSDAY, OCTOBER 4, 1923. PRICE TWO CENTS

BERLIN CABINET OUT AS SOCIALISTS VOTE TO OPPOSE REFORM

TWO HEADS CUT OFF IN GREENE'S DRIVE TO BLOCK GOUGING

DAUGHERTY RULES BRANCH BANKS ARE PERIL TO RESERVE

Heckscher Says Children's Home His Millions Endowed Is Now a Jail

MERCURY FOUND TO BE POISON IN MRS. WEBB'S BODY

LIFERS KILL GUARD IN PRISON MUTINY

Boy, 5, Starts Out Alone to See U. S.

RUM RUNNING BEFORE IMPERIAL CONFERENCE

PHILADELPHIA SALOONS DEFY PINCHOT'S ORDER

SEVEN OFFICIALS HELD IN COLLAPSE OF BANK

Finds One Child Arrested, One Dead

HYLAN TO RETURN HOME FROM SARATOGA TO-DAY

HULBERT SAYS TAX RISE WON'T INCREASE RENTS

GERMAN ENVOY SEEKS REFUND OF $5.60 BOND

WHEN the combination heading was removed from the New York Herald, following termination of the pressmen's strike, that newspaper appeared entirely changed as to make-up and type used. Frank A. Munsey, publisher, was directly responsible for the change. The Herald now uses in its headlines Cheltenham Bold Condensed.

The present make-up is wholly distinctive among New York morning papers.

"The change was founded on good sense," Mr. Munsey said in comment, "because it is a great space saver. We believe use of this type saves a full page in every newspaper of average size. Furthermore, it saves time to the reader, since it permits the story to be told more briefly than before.

"It is the same series of type that was used by the Sun and Globe, but smaller, and so handled that it expresses itself a bit more calmly."

Edwin S. Friendly, business manager of the Munsey newspapers, reported he had received a large number of favorable comments from readers of the Herald, regarding the change. An owner of a large department store, Friendly said, thought it made the newspaper more readable than before.

PUBLISHERS AND ADVERTISERS LOOKING TO CHICAGO FOR A. B. C. MEET

Seven Important Conventions Oct. 15-20—Speech by Lloyd George Outstanding Feature—President Coolidge Expresses His Regrets—All Preparations Complete

Chicago, during the week of Oct. 15-20, will be the mecca of many publishers, advertisers, and advertising agents in the United States and Canada.

Seven important conventions will occur between these dates, culminating in the Ninth Anniversary and Tenth Convention of the Audit Bureau of Circulations, with the Rt. Hon. David Lloyd George, British statesman, the guest of honor and magnetic drawing card.

Meetings scheduled for the week are: Inland Daily Press, Oct. 16 and 17; Associated Business Papers, Oct. 15, 16 and 17; National Conference of Business Paper Editors, Oct. 15 and 16; Agricultural Publishers' Association, Oct. 17; Bureau of Advertising of the A. N. P. A. Executives' Committee, Oct. 16; the National Commission of the Associated Advertising Clubs of the World, Oct. 19; the Newspaper Representatives Association of Chicago, Oct. 15.

The invitation which resulted in the former British Premier being the guest of honor at the A. B. C. banquet, was presented through James Wright Brown, of EDITOR & PUBLISHER, then in London. Since many other organizations also extended invitations, and were anxious to take part in the welcome, it was decided not to confine his audience to the limit of a dinner, but to hold a great mass meeting in the Auditorium Theatre, Chicago, the evening of Oct. 17, at which all organizations will act as hosts. Lloyd George's speech at this time will be his first public utterance in the United States.

The A. B. C. convention opens Oct. 17, in Hotel LaSalle with a series of departmental meetings. Problems affecting each division of the bureau will be discussed and candidates for directors selected.

Presiding over the various departmental meetings will be: President O. C. Harm, Advertisers' Division; Director E. I. Mitchell, Mitchell-Faust Advertising Company, Advertising Agents' Division; Director David B. Plum, Troy, (N. Y.) Record, Newspaper Division; Director F. W. Stone, American Review of Reviews, Magazine Division; Director Marco Morrow, Capper Publications, Farm Paper Division; Director Mason Britton, McGraw-Hill Company, Business Publication Division.

With President Harm presiding, the annual meeting opens the morning of Oct. 18. Reports will be received from the departmental meetings, together with nominations for directorships. During the afternoon the election of directors will be conducted, and reports of the resolutions committee and nominations committee heard.

President Calvin Coolidge, expressing regret that he could not accept the A. B. C. invitation to attend the dinner Oct. 17, paid striking tribute to the power of the press. In a letter to Stanley Clague, managing director of the A. B. C., he wrote:

"It is perfectly apparent that you will have a magnificent audience, and that it will undoubtedly be an historic occasion. Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism. There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities. This service is always on the constructive side of affairs, encouraging men to think better, to do better, and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be better than today, and that faith is justified."

At the banquet to be held under the auspices of the Associated Business Papers, Inc., and the National Conference of Business Paper Editors, Oct. 16, at the Congress Hotel, Frank Lowden, ex-governor of Illinois will be the main speaker. His subject will be "Business in Government." Other speakers for the banquet have been announced as Lorado Taft, on "Art in Industry," and Fred P. Vose, on "Much About Nothing."

The Associated Business Papers convention opens Oct. 15, with the report of Jesse H. Neal, executive secretary, and speeches by E. R. Shaw, Power Plant Engineering, Chicago; President A. C. Backert, Penton Publishing Company, Cleveland; Chas. W. Folds, president of the Chas. W. Folds Co., Chicago; Earle W. Bachman, "Quality Group," New York; Fred S. Wayne, Iron Age, Chicago; and Warren Platt, National Petroleum News, Cleveland.

The Joint Editorial Session of this convention is set for Oct. 16. Talking on "The Editor as Spokesman for His Field Outside of His Own Publication," Samuel O. Dunn, Railway Age, Chicago, heads the list of speakers on this day, followed by E. J. Mehren and Robert K. Tomlin, McGraw-Hill Company, Inc., New York; Clyde Jennings, Motor Age, Chicago, and L. I. Thomas, Factory, Chicago.

Round Table talks and open forum hold the stage during the afternoon of Oct. 16, led by J. R. Hannon, Motor Age, Chicago.

Election of officers will take place at the business meeting of the B. P. A. Oct. 17. At the same time plans will be formulated for the ensuing year, policies discussed, and the constitution possibly revised. George H. Griffiths is chairman of the General Program Committee.

The Newspaper Representatives Association of Chicago holds its regular monthly luncheon Oct. 15. James Wright Brown of EDITOR & PUBLISHER, has been invited to speak. The association has a membership of 50 representatives in the Chicago territory. F. E. Crawford, western representative of the New York Evening Journal, is president.

The Inland Daily Press Association meeting will be addressed by Senator Irvine L. Lenroot, Wisconsin, on the subject "The Press and the Government." A talk on advertising will be delivered by Frank Carroll of the N. A. N. E.

Paper Gives Blooded Stock

The Webster (S. D.) Reporter and Farmer, as a means of encouraging diversified farming and better livestock, offers to give away to boys and girls in Day county two pure bred bulls, two pure bred rams, three pure bred boars and twenty-two pure bred cockerels, one animal or bird going into each township. The animals are not to leave the county for six years.

SHOW BOOSTS AUTO ADS

New York Sun Leads in Automobile Lineage Sept. 29 to Oct. 4

With the Automobile Show in progress in New York City, automobiles are being extensively advertised in the newspapers. Since Sept. 29, when the show started, until Oct. 4, the New York Sun and Globe led in lineage, at 27,464 lines.

Other figures for the same time: World, 12,929; Times, 18,899; American, 14,968; Herald, 18,125; Tribune, 17,127; News, 1,988; Evening World, 5,333; Journal, 12,438; Mail, 7,658; Post, 8,792; Telegram, 3,598.

SEARCH FOR TOWEL ROD REVEALS WHY ADVERTISING DOESN'T PAY"

The Klopp-Bartlet Printing company, of Omaha, publishes a small house organ, with a page size of 3x5, entitled, "The K-B Printer." This house organ is created monthly to advertise "K-B" as a by-word for good printing and service. The following is taken from their September number and worth reading:

From the K-B Printer.

"Advertising doesn't pay."

Ever hear that remark? Sure you have, and probably it will be heard many times in the future.

A trained analyst can usually put a finger on the spot which causes some of this aforesaid advertising to be unprofitable.

Take this experience: At our house, we've had a towel rod in the bathroom that was affected with an affliction, which caused it to be everything a good towel rod shouldn't be—an aggravating habit of sinking spells at one end.

Prompted by a spirit of obtaining peace of mind, we entered a well known hardware store at precisely 4:55, said hardware store having contracted the prevalent habit of closing at 5:00 p.m. It didn't take long to see that we were not popular with the clerks—three in sight. One visiting with a young lady, easy to look upon, did speak in a fairly cordial manner, but his mind wasn't much on bathroom fixtures. The other two evidently thought we were soliciting for some charity, because they walked calmly to the lockers in the rear, donned coats and hats, and started out.

A kind-faced gentleman was seated at a desk in the rear, and we approached him with this question:

Have those clerks the nerve to walk out on us just because we came in near quitting time?

Of course, interuptions aren't pleasant, so up comes the fishy eye, and the reply, "Why, no. I don't think so,"—and then silence.

Looked like our move, so we lead thusly:

"Do we get a clerk?"

Back he comes, "Yes, I guess so."

"When?"

"Now," and just as the slowest of the three got to the front door, he was asked to see "what this fellow wants."

This fellow made it as short as possible, but while we were looking over the display in an electrically lighted case, along comes the colored porter (also off at five), and switched off the lights.

Then we knew we had to hurry, so we grabbed a rod and the clerk hurried to wrap it up.

Then—hot dog. Along comes the owner of the works, and we racked our vocabulary for words—then came the thought: "What's the use?"

The owner stopped to visit a moment then started for the front door, which was locked. Just outside was a khaki-clad man—evidently an auto tourist, and the owner, standing squarely in the doorway, was telling him, just as humbly slipped out: "No, we can't do it. If one of our competitors caught us . . ."

The hek of it all is this: The well known owner told me business was quiet, and regularly he spends good, hard-to-borrow money at $2.30 per inch for good newspaper circulation to tell the people of Omaha and Nebraska, about this merchandise which he has for sale.

Ho, hum—all in the day's journey.

3,000 EXPECTED AT ST. LOUIS MAIL MEET

Direct Mail Advertising Association Completes Preparation for Annual Convention Oct. 24, 25, 26

Following nearly a year of making plans and providing facilities and arrangements, the committee in charge of the convention of the Direct Mail Advertising Association announces everything in readiness for the institute, exposition and convention sessions to be held in St. Louis, Oct. 24-25-26. From present indications, more than 3,000 are expected to attend.

Many advertising clubs have made large hotel reservations. Chicago has reserved rooms for 300 at the Hotel Jefferson; New York for 100 at the Statler; Detroit for 75 at the Claridge; Boston for 20 at the Jefferson; Peoria for 50 at the Majestic; and Kansas City for 20 at the Claridge.

Plans have been perfected whereby anyone enrolled in the direct mail institute will be entitled to reduced railroad rates under the certificate plan, which means fare and a half from all points.

The convention program was built by popular ballot. The program committee in selecting speakers were guided by replies to 15,000 questionnaires sent out last Spring.

More emphasis is being paid this year than ever before to the exposition. Paper manufacturers, printing companies and linotype corporations will be represented.

Two days preceding the convention, Oct. 22-23, the Mail Advertising Service Association of America will hold its annual meeting at the Hotel Statler. At the same time the Insurance Advertising Association of America will meet at the Hotel Chase, while the Community Advertising Department of the Associated Advertising Clubs of the World will hold sessions at the Hotel Claridge.

WHEELER HEADS McCLURE'S

Has Had Long Career as Newspaper and Magazine Editor

Howard Wheeler, organizer of the Science Service, Washington, D. C., has been appointed general manager of the McClure Newspaper Syndicate, succeeding Philip C. Eastman, whose resignation was announced in EDITOR & PUBLISHER last week.

HOWARD WHEELER

A Leland-Stanford graduate, class of 1904, Wheeler started his newspaper career in San Francisco, becoming editor of the San Francisco Daily News in 1906. From 1908 to 1913 he was Pacific coast manager for the Newspaper Enterprise Association.

In 1914 Wheeler came east to become managing editor of Harpers Weekly, taking over the same position on Everybody's the next year. Remaining with the latter publication until 1919, he wrote a series of articles, which attracted nation wide attention on preparedness. About this time he also brought out a book, entitled "Are We Ready?"

From 1919 until the present time, Wheeler directed Science Service, which he organized with Dr. E. E. Slosson.

Central Press Association Meeting

The Central New York Press Association will hold a meeting in Syracuse, N. Y., Saturday, Oct. 13. R. T. Patten, publisher of the Skowhegan (Me.) Independent-Reporter, will be the principal speaker.

"SILENT CAL" CAUSES DEARTH OF NEWS

Capital Corps Hard Put for Stories—Correspondents Moved to Other Posts—Publishers Take Look at President

By ROBERT BARRY

Not within the memory of the oldest correspondent in Washington has there been such a dearth of real news in the national capital as during the present. There was a belief among a few that the change of Presidents would mean a recurrence of things to write about from Washington, but President Coolidge has been so lacking in spectacular political stunts that the national capital has settled down to brief discussion of minor topics.

Mr. Coolidge has undertaken to be as informative as possible about official business. He has answered in uncommon detail the questions which have been put to him by the corps, but the chief difficulty appears to have been due to absence of topics for the correspondents to inquire about. For several weeks now the corps has gone away from the White House on press conference days without the merest suggestion of a "powerful piece" or a "learned article," as such things are called when appearing under the by-lines of Washington correspondents.

The result has been to bring out in sharp relief the actual news gathering abilities of the various correspondents in Washington, and some of the most highly touted, who ceased being newsdiggers when they started carrying canes, have been hard put to maintain themselves with their respective clientele.

Many of the papers are withdrawing high-salaried correspondents from Washington for special duty in other places. Some are being sent on special political tours and others to places where spot news is breaking.

One aspect of the situation has been the manifestation of a curiosity on the part of editors as to just what President Coolidge looks and talks and acts like. That has been reflected in the growing number of editors and publishers who have been coming to Washington in recent weeks.

Not the least interesting visitor was an old Washington correspondent, Col. O. O. Stealey, for many years the representative of the Louisville Courier-Journal. Col. Stealey was here in the days of "Newspaper Row" so long ago that Rudolph Forster is the only White House attache who was on the job when Col. Stealey was a seeker after news. Col. Stealey derived no end of fun from association with such veterans as "Dick" Oulahan of the New York Times, and "Jack" Messenger of the Washington Star, who had been getting away fairly well with their pretensions of immaturity until he came to town.

Among the visitors registered at the White House within the week were J. O. Baglin, of the Pittsburgh Gazette Times, introduced by Robert M. Ginter, the paper's Washington correspondent; H. E. Rassmussen, of the Austin, Minn., Daily Herald, by Fraser Edwards; H. B. Humphrey, of the Kansas City Star, by Roy A. Roberts; Burwell Snyder, of the Baltimore Sun, by Theodore Tiller; Charles J. Starner, of the Wall Street Journal, by Carl Butman, and Henry A. Palmer, of the Traffic World, by A. E. Heiss.

There have been scores of other visitors. "Pat" McKenna, White House attache, who guards the door to the President's room, has been at something of a loss to know who's who, and it is unfortunate, yet true, that not all of the strangers who have appeared in the President's office on press conference days have had a wholly legitimate right to be there. There were not out-of-town editors and publishers, either, but it seems next to impossible to bring about a regulation of those conferences which will guarantee to the President and the correspondents that protection which would seem to be elemental in the circumstances.

JAPANESE RELIEF FUND

Tokio Sends Thanks to Editor & Publisher—More Gifts

Shunju Kai, in Tokio, which corresponds to a newspaper publishers' association in America, is distributing the $4,423.50 so far raised by the EDITOR & PUBLISHER Japanese Newspaper Relief Fund, collected from newspaper men from all parts of the United States. The money is going directly to the Japanese newspaper employes suffering from the earthquake disaster.

A cable received this week from Tokio contains thanks, expressed by the Shunju Kai, "in the name of the journalists who suffered as a result of the national calamity." The cable continues:

"Shunju Kai accepts the fund for distribution with the deepest appreciation of EDITOR & PUBLISHER'S generous humanitarian aid."

To date the fund stands:

Contributions acknowledged	$4,098.50
Dallas (Tex.) News and Journal	100.00
Louisville Courier-Journal	100.00
Louisville Times	100.00
Greensboro News	10.00
I. Fukuda	10.00
A. Rothman	5.00
Total	$4,423.50

AD MEN ARE TOLD WHY MAIL IS DELAYED

Assistant Postmaster General Bartlett Scores Use of Obsolete Mailing Lists, Speaking in Baltimore October 3

Suggestions for relieving mail delays were presented to members of the Advertising Club of Baltimore by Hon. John H. Bartlett, first assistant postmaster general, when he spoke at an all-day meeting in the interest of direct mail advertising Oct. 3.

"The Post Office Department is the only vehicle by which the advertiser can at an infinitesimal cost place his products before the great mass of the people," Bartlett declared.

"Every now and again we will hear someone say, 'Oh, the mails are slow. I didn't get my letter or package this morning as I should have.'

"Let us examine this picture closely and we find that in the great majority of times the Post Office Department is not the one that should be censured. For, the burden of the mail that falls at the Post Office comes between 6 p. m. and 6 a. m. It totals 70 per cent. The period from 6 a. m. to 6 p. m. only reaches 30 per cent. So the business man who complains that his letter was not delivered promptly must realize that had he placed his communication in the mail at an earlier hour, he would have secured an earlier delivery."

Bartlett scored frequent advertisements sent through the mails of unusual size and confusing colors.

"The use of antiquated and antedated mailing lists is another factor that is resulting in serious economic waste," he continued. "The delays undergone by the postal machinery in the handling and rehandling of vast quantities of this class of mail costs thousands of dollars annually.

"We figured up some time ago that there was a dead waste of nearly two million dollars annually due to the readdressing by post office clerks of approximately two hundred million incorrectly addressed letters and other mail matter.

"There are many ways in which the public can help the postal service. I shall not enter into all of them, but will confine myself to impressing upon you the advantage to the postal service, as well as the taxpaying public, of preparing mail matter in envelopes of standard size, carefully addressing it, seeing that postage thereon is fully prepaid, and mailing it early in the day when possible."

Bartlett declared the Postal Service annually handles 18,000,000,000 articles. He said if sufficient funds were available the Post Office Department would establish not only airways from coast to coast, but in many different parts of the country. Whether it will be possible to put this plan in operation, he pointed out, rests with Congress.

"We want to be of help to you gentlemen whose profession is advertising," Bartlett concluded, "and to give the greatest amount of service possible we need your co-operation—co-operation not of a passive, but of an active character."

BALTIMORE AD CLUB STUDIES MAIL

Hold Meet and Exhibit In Emerson Hotel — Assistant Postmaster General Bartlett Made Chief Address

The Advertising Club of Baltimore has just put over something which should be especially interesting to the Direct Mail Advertising Association which meets the latter part of this month in St. Louis. It devoted the whole of last Wednesday to an exhibit and discussion of direct mail advertising.

The ballroom of the Emerson Hotel, one of the largest of the Baltimore hotels, was secured, and exhibits of letters in direct mail work, of machinery for multigraphing, folding, and all the things necessary in getting mail out were placed on exhibition. There were about 50 exhibits.

Reading of papers began at 10 o'clock in the morning and continued until 4.30 in the afternoon, with a halt for luncheon, at which the speaker was First Assistant Postmaster General John H. Bartlett.

Among the other speakers were Mrs. Ida Bailey Allen, of England, E. Lyell Gunts, of the H. V. Green Co. of Baltimore; Clinton F. Wilding, of New York; Carl J. Balliett, of Greensboro, N. C., an expert in direct mail advertising; John Howie Wright, editor of the Postage Magazine, and Norman T. A. Munder, a Baltimore printer.

This is the second full day given to discussion of a single subject by the Advertising Club of Baltimore. The club meets every Wednesday for luncheon and has a speaker at each meeting. He is limited to 30 minutes.

Frank J. O'Brien has just taken office, succeeding Dwight Burroughs as president of the club. Mr. O'Brien was formerly associated with the advertising department of the News. He is now manager of the Southern Can Company.

NORWALK HOUR REORGANIZED

Change Follows Death of V. W. Ferris, Managing Editor

Following the death of managing editor Victor W. Ferris, reorganization of the Hour Publishing Company, issuing the Norwalk (Conn.) Hour daily and weekly, was effected. Edward J. Thomas, who had been president and treasurer, as well as general manager, relinquished the treasurership to William J. Brown, who was also elected secretary to succeed Mr. Ferris. Brown resigned as mechanical superintendent.

Wellington A. Tolles, associate editor, became managing editor, and Robert G. Mitchell, special writer and assistant editor, was made associate editor. Mitchell was city editor of the Norwalk Sentinel, for many years.

Open Boston Office

Dorrance, Sullivan & Company, advertising agents, New York, have announced the opening of their Boston offices in the new Beacon Trust Building at 31 Milk street. This office is established because of the increased number of New England advertisers served.

BALTIMORE AMERICAN ABSORBS SUNDAY NEWS

Latter, Founded by Munsey, Was City's Only Sunday Evening Paper—Hearst Newspapers Builds New Plant

The Baltimore (Md.) Sunday News has been discontinued, or, as the Hearst management in Baltimore, of which John E. Cullen is the head, expresses it, has been combined with the Sunday American. The Baltimore American is the Hearst morning daily, and the News is the Hearst evening daily.

The American is being issued on Sundays, with comics and other features enlarged so that they combine in one paper what has been given previously in both.

Thus ends a chapter in Baltimore newspaper work which was the cause of much discussion when the Sunday News was started about ten years ago by Frank A. Munsey. There was considerable difference of opinion as to the field for an evening paper on Sunday. Baltimore, conservative in habits, accepted it slowly.

Various publicity and circulation "stunts" are being put over by the Hearst management in Baltimore. One which has attracted some attention was the declaration of a "corn beef and cabbage day" last Monday to celebrate the appearance of the comic "Jiggs" strip in the American. All the hotels on that day put corn beef and cabbage on their menus, with something to remind one of the McManus cartoons about the corn beef and cabbage line.

Other stunts have been the offering of prizes each day for the best limericks on "want ads," the prize being $50 if the author was a subscriber to the paper, and $25 if not. A prize of $10 is given each day to someone who secures a position through the help wanted columns.

The Hearst management is building its own newspaper plant at Pratt and Commerce streets, somewhat removed from the business center of the city. However, the Maryland Casualty Tower building at the heart of the downtown section has been purchased and it is supposed that the Hearst business office will be there, although it has been announced that the editorial rooms, press and composing rooms will be at Pratt and Commerce streets.

LEADER SUPERSEDES THE CALL

Labor Unions Formally Take Over New York Socialist Paper

The New York Leader, a labor daily, formerly the Call, appeared Oct. 1 as an evening newspaper.

Published by the Labor Press Association, of which S. John Block is president, the newspaper claims to be the property of 300,000 workers. The editorial staff is practically the same as that of the former Call, a morning newspaper.

Norman Thomas, formerly of the Nation, is editor; Heber Blankenhorn, one-time city editor of the New York Sun, managing editor, and Evans Clark, of the Labor Bureau, business manager. New members of the staff include Earle Jones, who becomes circulation manager; Herbert Gaston, formerly on the New York World, city editor, and William Soskin, head copy reader.

HOE 6 WEEKS BEHIND

Company However, Is Returning to Normalcy After Strike

Approximately six weeks behind in contracts, due to the strike of 1,000 machinists who walked out Aug. 2, demanding a wage increase, R. Hoe & Co., now operating under open shop conditions, is, according to company officials, rapidly returning to normalcy.

Already 500 machinists have been employed to take the place of the strikers, the officials announced, and, with 30 or 40 new names being added to the roll daily, it is expected all positions will soon be filled.

DAILY NEWS NOW TOPS N. Y. CIRCULATIONS

Sun-Globe, Telegram, and Evening Mail Gained Notably by Globe's Death —Gains Made by 11 of 15 Newspapers

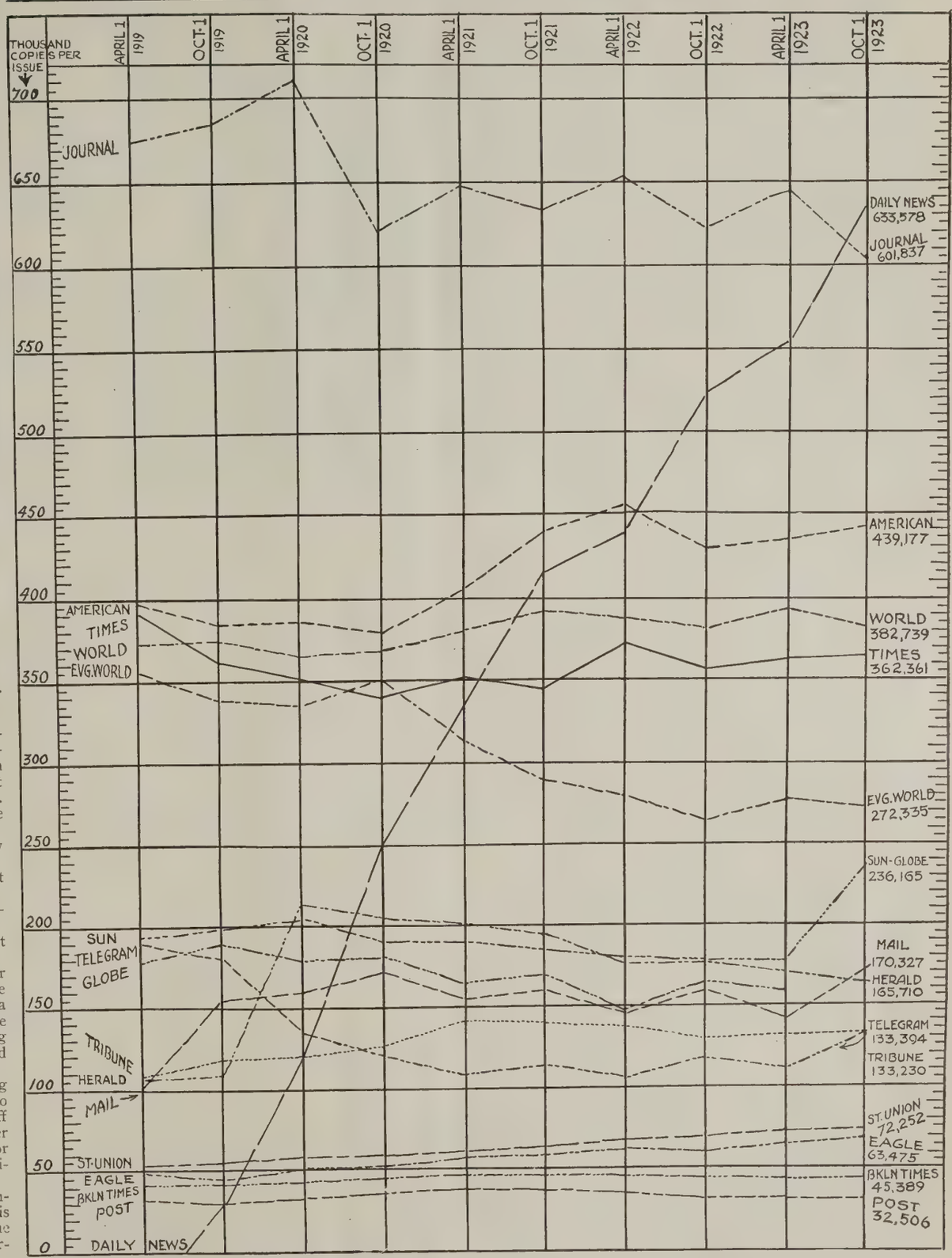
Who secured the Globe's circulation? What is the Daily News' new average? This week brought the answer to both questions, which have been agitating all New York newspaper offices since the press strike was broken.

Frank A. Munsey, who paid for the Globe's circulation when he merged it with the Sun last June, has held the greater part of it. His Sun and Globe stated an average for the six months ending Sept. 30 of 236,165, a gain of over 50,000 daily. His Telegram, now carrying some Globe features, registered a total average of 133,394, a gain of some 20,000. The largest gainer outside of the Munsey group by the Globe's passing was the Evening Mail, which shows an average of 170,327, a gain of 25,000 over its April figures.

To the other question, the Daily News answered that its average was 633,578 copies—the largest circulation in New York and in the country for week day newspapers. The Daily News average is for the six-day paper and includes the small circulation of the strike period, which was omitted by several publishers, who so stated in their reports to the Post-office.

Gains are shown by 11 of the 15 papers charted on the adjacent diagram, which traces the course of New York circulations since the Armistice.

NEW YORK CIRCULATIONS—APRIL, 1919, TO OCTOBER, 1923



CONSOLIDATED REORGANIZES

R. T. Small New Editorial Director—Williams to Bell Syndicate

The editorial department of the Consolidated Press Association has been reorganized. Robert T. Small has been made director of the editorial department and C. G. Marshall general news editor. The following division news editors have been appointed:

Eastern Division, headquarters at New York—C. Rowland Wood.

Southern Division, headquarters at Washington—John Edwin Nevin.

Western Division, headquarters at Chicago—J. P. Yoder.

Pacific Coast Division, headquarters at San Francisco—L. C. Owen.

Mr. Marshall as general news editor will have direct charge of assembling the report while Mr. Small will act in a supervisory capacity with respect to the entire editorial department, succeeding Jay Jerome Williams, who has resigned to join the Bell Syndicate.

In addition to his duties of supervising the editorial department, Mr. Small is to continue his work in writing special staff stories. The division news editors under the new plan are held responsible for news features in their respective territories.

The business department of the Consolidated Press Association, which is headed by Horace Epes, announces the following appointments of business superintendents:

Eastern Division—William E. Yelverton.

Southern Division—E. F. Wilson.

Western Division—G. R. Carpenter.

Pacific Coast Division—H. R. Bankhage.

Issues Special Birthday Book

The Chicago Journal of Commerce will shortly issue a book entitled "Unique" to commemorate the third anniversary of the paper's organization on Oct. 14.

Urges Loan Society Ads

The use of newspaper advertising in the development of loan and building associations was advocated by E. L. Keesler, of Charlotte, N. C., a former president of the United States League of Loan and Building Associations, at the annual meeting of the state league here.

PAPER FACES VOLSTEAD CHARGE

Lewiston (Me.) Sun Indicted for Running Malt Advertising

The Lewiston (Me.) Daily Sun was secretly indicted by the Federal grand jury on a charge of violation of the Volstead act.

The Sun is alleged to have published an advertisement given by Frank A. Murphy, a Lewiston shopkeeper who was indicted and arrested on a similar charge, announcing that hops, malt and other ingredients for the alleged manufacture of home beverages were for sale in Murphy's shop.

It is understood that the district attorney's office will make this a test case, in which a decision can be made that will govern the sale of home brew ingredients in Maine. It was alleged the advertisement was published on August 11 and September 7, contrary to the national prohibition law.

Photo-Engravers Discuss Plans

The new executive committee of the American Photo-Engravers' Association held its first meeting since the Chicago convention at the Hotel Cleveland, in Cleveland, and among the subjects discussed was the progress of the cost-finding installations in photo-engraving plants in this country and the program of the advertising committee for a nation-wide advertising campaign to promote the use of photo-engravings. Following the meeting there was a session of the joint industrial council, composed of representatives of the employers and the International Photo-Engravers' Union to consider certain proposed shop practices and the establishment of a joint research bureau to advance photo-engraving.

New Want Ad Manual

"How to Write a Better Want Ad" is the title of a new twenty-page manual which has been prepared by J. A. Oettinger, Cleveland, for distribution by newspapers to their readers. The book is to carry the name of the newspaper circulating it, and its contents include an outline of the information which the several varieties of classified advertisements should carry in order to be fully effective. Many of the suggestions it advances are along the lines suggested in the series of articles Editor & Publisher has carried during the past four years.

LABOR FROWNS ON ALL CENSORSHIP

"A Growing Menace" Woll Tells Portland Meeting — Discuss Advertising and Elect Officers

Censorship of pictures, books, periodicals, or newspapers was frowned upon in the annual report submitted by Matthew Woll, president of the International Labor Press of America at its meeting at Portland, Ore., Oct. 3, in connection with the convention of the American Federation of Labor.

"The thing to do," he said, "is to uproot the idea of censorship in any and all forms from our American soil. We should dedicate part of our service to this end.

"Aside from restrictive legislation on freedom of speech, of press and assemblage, there is the growing menace of censorship legislation. Slowly, but surely, freedom of speech and freedom of the press and assemblage are being converted into mere licenses, subject to such conditions and restrictions as may be imposed by a political Board of Censorship."

The problem of securing advertising for trade union papers was an important subject of discussion. It was brought up in the President's report on which, in fact, most of the deliberations of the conference were based. It was emphasized that if these papers are to share in national advertising they must establish circulation figures.

When circulation is established it will then be necessary to standardize space prices, it was added.

Complaint was made before the association that its membership was required to pay too high prices for print paper watermarked with the union label. The incoming executive officers were instructed to investigate the relations existing between the American Writing Paper Company, manufacturers of this paper, and the Alden Paper Company, by which it is jobbed.

These executives, elected today, include Mr. Woll as president for another term, and the following:

Secretary-treasurer, R. E. Woodmansee, Illinois Tradesman, Springfield, Ill.; Vice-presidents, L. Searles, Mine Workers' Journal, Indianapolis, Ind.; John P. Frey, Moulders' Journal, Cincinnati, O.; Charles Baine, Shoeworkers' Journal, Boston, Mass.; P. J. Morrin, Trades Union News, St. Louis, Mo.; Gustave Francq, Labor World, Montreal, Que.; Jere L. Sullivan, Mixer and Server, Cincinnati, O.; John J. Leary, Jr., industrial editor, Daily World, New York; John C. Saylor, Labor Herald, Wilmington, Del.; C. M. Rynerson, Oregon Labor Press, Portland, Ore.

ASSOCIATED PRESS BOARD MEETS

V. S. McClatchy, Formerly Sacramento Bee, Resigns

The board of directors of the Associated Press met at the New York headquarters, Oct. 3 and 4. A number of routine matters were transacted. The resignation of V. S. McClatchy was formally accepted, and resolutions of regret were passed. Mr. McClatchy, with the sale of the Sacramento Bee to his brother, Carlos K. McClatchy, automatically ceased to be a member of the board. Following the policy of the board, the vacancy will not be filled until the annual meeting next April, when the members will elect a director.

The following members attended the meeting: Frank B. Noyes, George B. Dealey, Melville E. Stone, Frederick Roy Martin, J. R. Youatt, W. H. Cowles, Frank P. MacLennan, E. Lansing Ray, Frederick I. Thompson, Clark Howell, Charles Hopkins Clark, Elbert H. Baker, Stuart H. Perry, Adolph S. Ochs, H. V. Jones, Minneapolis Journal, B. H. Anthony, New Bedford Standard. Also present at the meeting were Kent Cooper, Jackson S. Elliott, and Milton Gargas.

William M. Boles of the Great Falls Tribune, A. W. Cummins of the Wilmington (Del.) News, George S. Oliver, of the Pittsburgh Gazette-Times, A. E. Braun of the Pittsburgh Post, and A. K. Oliver of the Pittsburgh Chronicle-Telegraph, attended the meeting of the board in connection with business for their respective newspapers.

The members of the board entertained at a dinner at the Lotos Club following the meeting on Oct. 3, in honor of Sir Roderic Jones, managing director of Reuters, Ltd. Present also was F. Douglas Williams, general manager in the United States, for Reuters. Mr. McClatchy entertained at a farewell dinner for the board members at the Lotos Club, Oct. 4.

IOWA A. P. PAPERS ORGANIZE

Perfect System for Speedier Handling of State News

Iowa news editors, who are members of the Associated Press, met Sept. 22, at Des Moines, where they perfected an organization for the purpose of a more complete system and distribution of state news.

E. T. Cutter, superintendent of the central division of the Associated Press with headquarters in Chicago, attended the meeting and talked on matters pertaining to the problem of the most efficient methods of handling news.

W. H. Powell, managing editor of the Ottumwa Courier, was elected president of the new association.

A. P. Votes New Members

The following newspapers have been elected to membership in the Associated Press: Dublin (Ga.) Courier-Herald, Iowa City (Ia.) Daily Iowan, Santa Paula (Cal.) Chronicle.

J. V. McCLATCHY LEAVES BEE

Succeeded by George S. Smith as Fresno Publisher

FRESNO, Cal., Oct. 1.—The resignation of J. V. McClatchy as publisher of the Fresno (Cal.) Bee, and the appointment of George S. Smith, a well known Fresno newspaperman, as business manager, has been announced. McClatchy will leave the employment of the Bee in several weeks and will take a vacation before entering upon other newspaper work.

McClatchy came to Fresno from Sacramento last year as business manager of the Fresno Bee. In Sacramento he had been the circulation manager and assistant business manager for years of the Sacramento Bee, published by the James McClatchy Company.

Coming to Fresno, he supervised the construction of the handsome four-story reinforced-concrete home for the new paper, and took charge of its business affairs. Under his direction the circulation of the paper was built to over 17,000 in less than a year and the paper acquired large advertising accounts, both national and domestic.

Smith is an experienced man in the business end of newspapers. He served as business manager on the Herald for several years. He recently retired to conduct an insurance brokerage. He will have charge of the business circulation and mechanical departments of the Bee.

Honor Firpo at Press Banquet

W. W. Davies, president of the Association of Foreign Press Correspondents, and New York representative of La-Nacion, entertained at a dinner on Oct. 3 at the Hotel LaFayette in honor of Luis Angel Firpo and Horatio Lavalle. The guests, numbering about fifty, included the sporting writers of the New York papers. Among the guests was R. Gowin, proprietor of El Mundo, of Havana, Cuba, and Vincentina, the lightweight South American champion. A telegram was read from Herbert Bayard Swope of the New York World, regretting his inability to be present, and paying high tribute to Firpo.

WEEKLY COLOR PAPER NEW TRIB. VENTURE

To Be Unique in National Field—Chicago Publishers Say—Built Around Roto Color Process

The methods that have made the Chicago Tribune and the New York Daily News leaders in their respective fields are about to be applied to another line of endeavor, which may even eclipse the phenomenal success of these two, according to statements made today by Colonel Robert R. McCormick and Captain J. M. Patterson, co-editors of the Chicago Tribune.

This magazine will be built around the wonderful color roto process now featured in the Sunday Tribune. It will be in the form of a Weekly Color Magazine, printed by the process developed in the Tribune plant, they said. The publication dates and other details cannot be specified until the machinery now building is nearer completion.

This new venture will be an effort to deliver a message to the entire country, they stated. "Twelve years ago, when we assumed charge of the Chicago Tribune, we believed we had a message for a much larger number of readers than the Tribune had subscribers. New methods of journalism were devised and the circulation of the Chicago Tribune increased from less than 200,000 daily to nearly 600,000 daily, and from 300,000 Sunday to a figure which is just now short of a million. Immediately after the war we decided to take our message to New York. New York was, and is, the most highly competitive field in the world, but we thought there was room for another paper. We produced the Daily News and have now the largest circulation in New York with over 700,000 daily and 600,000 Sunday, and we did this without taking a reader from any of the existing New York papers. We now feel that we have a nationwide message which we intend to carry in the new Color Roto Magazine. We believe we have a publication as unique in the national field as the News is among the New York newspapers, and that we can achieve circulation without competing with any of the existing periodicals.

"It is not practical to try to describe what the magazine will be like. It will have to speak for itself. We may say, however, that it will be unique in being the only color roto magazine in the world and that we will endeavor to make it unique in several respects. We look not for success in competition with the great existing weeklies but in finding an entirely different field, as we did in New York."

OPENS PARIS OFFICE

Jewish News Agency Expanding Continental Service

The rapid development of the Jewish Telegraphic Agency, as a gatherer and distributor of Jewish news and news of Jewish interest throughout the world, is indicated in a report made by Jacob Landau, director of Jewish Telegraphic Agency, Inc., who has just returned from Europe after five months of investigation on behalf of the news agency.

In addition to the existing central bureaus in London, Berlin and Warsaw, a bureau has been established in Paris, known as the "Agence Telegraphique Juive." This bureau will collect and distribute news of Jewish interest, not only in France but also throughout Belgium, Switzerland, Morocco, Tunis, Algeria and the Levant. It will also serve the Jewish and general press of the Balkan countries.

The facilities for news gathering in Poland have been greatly increased in consequence of the appointment of correspondents in the more important centers of the country, including Lodz, Bialystok, Lemberg and other towns.

News of Jewish concern from Russia will be gathered and dispatched by correspondents in central points, with headquarters in Moscow and Kiev.

Palestine and the adjacent countries in the Middle East have not been overlooked in the consolidation of the worldwide news gathering system, a central office having been opened in Jerusalem and additional correspondents appointed throughout the East.

TOWNE ELECTED CHAIRMAN

Richards Agency Executive Heads N. Y. Council of A. A. A. A.

Milton Towne, of the Joseph Richards Company, New York, was elected chairman of the New York Council of the American Association of Advertising Agencies at a meeting at the Uptown Club, Sept. 26. Other officers elected for the term 1923-24 were, David G. Evans, of Evans & Barnhill, vice-chairman, and Stewart L. Mimms, of the J. Walter Thompson Company, secretary - treasurer. The new members elected to the Board of Governors for a term of two years were, Stewart L. Mimms, J. Walter Thompson Company; Wendell P. Colton, Wendell P. Colton Company; and John Hawley, Hawley Advertising Company. Roy S. Durstine, of Barton, Durstine & Osborn, the retiring chairman, attended the meeting and assisted the board to organize for the new year.

MILTON TOWNE

LEADERS FORM PULP COMMITTEE

Will Act in Advisory Capacity at Secretary Wallace's Request

The Secretary of Agriculture has asked twenty leaders in the American pulp and paper industry to form an advisory committee to work with the Department of Agriculture, looking toward development of forestry policies.

Hugh P. Baker, secretary of the American Pulp and Paper Association, has been active in the formation of the advisory committee. Among prominent manufacturers asked to serve on the committee are: George W. Sisson, Jr., president of the Racquette River Paper Company, Potsdam, N. Y.; Colonel W. E. Haskell, vice-president of the International Paper Company; E. B. Murray, vice-president of the Union Paper Bag and Paper Corporation, New York.

WASHINGTON NEWS TO WEEKLIES

N. E. A. Gives Small Papers Capital News for $1 a Month

A special weekly Washington news letter, interpreting and reporting events at the national capital, has been made available for country weekly and small daily publishers at the low cost of $1 a month, or $10 a year when paid in advance, by the National Editorial Association.

William L. Daley, Washington representative of the N. E. A., will direct this service, which will be mailed from Washington in time to reach publishers on Monday or Tuesday mornings. The letters will run from 900 to 1,500 words.

President Wallace Odell of the N. E. A. has stated that the time is at hand when the progressive country weekly publisher should have the advantage of a Washington correspondent as well as the larger dailies.

Patents Line Casting Attachment

Leon A. Robinson, of Delavana, Ill., has been granted a patent on an attachment for line-casting machines. It is claimed that his device will prevent action of the line-casting pump when conditions are not favorable for a perfect cast.

Certain goods without Tribune ads would be like a wagon without a pair of horses"–

THIS was the reply of the proprietor of Hodooval's Pharmacy at Oxford Junction, Ia., to the question: "Do you believe advertising in The Chicago Tribune helps the sale of the advertised brands in your community?"

The above question was answered in writing by 6,588 merchants outside Chicago, and 72% of them answered that The Tribune did move goods from their shelves. It also developed that merchants regard The Chicago Tribune as a trade paper to be followed as part of their business. Many of them volunteered such additional comments in writing as the following:

"A short time ago the Eden Washer was advertised in the Sunday Tribune for $109.75, and within three hours after the paper was here a woman called up and said she wanted to buy one, and if I was able to furnish them at the same price she would buy it. I ordered ten at the special price and sold them along with five more ordered later. The Tribune advertisement was what started it, and the advertising in it helped us here. Getting in quick caused us to make at least six of the sales."

Tennant Morgridge Electric Co., Sterling, Ill.

"IT SURELY DOES. In fact, when we see anything advertised in The Tribune we immediately order it."

Central Drug Store, Delavan, Wis.

"YES, MOST ASSUREDLY. Customers see it advertised in The Tribune and ask us for it. On many items which I see advertised in The Tribune, I stock in anticipation of calls for same."

C. A. Hill, Prop., the Sargent Drug Store Ottumwa Iowa.

"IT SURE DOES. Not afraid to stock any new thing advertised in The Tribune, even before having a call for it, for I know that someone is going to call for it."

Ell. Lodoge, Wyoming, Iowa.

"As soon as they begin to advertise, we stock up."

May-Parker Drug Co., Independence, Iowa.

"I KNOW IT DOES. I watch the advertising very carefully, and generally stock those articles which are advertised."

B. F. Fendig, drugs, Rensselaer, Ind.

"That is THE QUICKEST WAY a retailer can know what such specialties are on the market."

W. H. Bartels, hardware, Carthage, Ill.

"IT CERTAINLY DOES. As soon as any new article is advertised we soon have a call for it, and we look up the jobber who stocks it."

Reiche Bros., hardware, Naperville, Ill.

"I should think it would, especially goods advertised in the Sunday papers, as that is the only time we have to read the ads. I know that is where I look to see if there is something that would be good for our store."

Kyeustauer & Son, groceries, Paxton, Ill.

"We have people ask about articles advertised in The Chicago Tribune EVERY DAY, and mention where they see it, too. I think The Chicago Tribune is by far the best paper that comes here."

W. W. Lupton, Onawa, Iowa.

"I KNOW IT DOES—people bring in the ads."

Central Drug Co., Ottumwa, Iowa.

"YES, WE FEEL THE EFFECT OF EVERY advertising campaign The Chicago Tribune has ever put on; your pages are a great opportunity for the manufacturer of Medicines and Toilet requisites."

City Drug Store, W. A. Burton's Sons, Props., Mitchell, Ind.

"YES, customers very often when calling for advertised products, say they saw the ad in The Tribune."

Frank N. Niemeyer, Belvidere, Ill.

"YES, I believe in advertising in The Tribune, as this is a small town and people pay more attention."

Max Rieck Hardware Co., Granville, Ill.

"YES, it is the best advertising medium for us."

N. T. Cockvill, grocer, Morris, Ill.

"I DO; also been a reader of The Tribune for 25 years, can't get along without the Trib. Like my breakfast; I must have it."

C. C. Long, groceries, Marcellus, Mich.

NOTE how many of the above merchants read The Tribune for the definite purpose of seeing what products are being advertised, so that they may stock up on them.

Consider the fact that in 502 towns of more than 1,000 population The Sunday Tribune reaches from 20% to 75% of the families.

Consider the fact that a recent investigation in Chicago proved that 80% of Chicago grocers read The Tribune.

Then realize that The Chicago Tribune has merchandised its advertising columns to its readers for so long and so intensively as to insure extraordinary response.

Sum up all these points, and you will understand why The Chicago Tribune in general and The Chicago Sunday Tribune in particular has been able to carry the entire burden of successful advertising campaigns in the Chicago Territory.

Chicago Tribune men are trained in merchandising as well as in advertising. One will be glad to call on request to discuss with you the prospects for increasing your sales in the rich Tribune market.

The Tribune's *new* BOOK OF FACTS on Markets and Merchandising is now ready and will be mailed free to any selling organization requesting it on business stationery.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Avenue
NEW YORK

Tribune Building
CHICAGO

Haas Building
LOS ANGELES

NEWSPRINT PRODUCTION LEAPS IN 25 YEARS

History of Paper-Making Reviewed for Publishers by President Dodge of International Company

"The International feels highly complimented that you busy men have taken the time to inspect the Three River mill —the very latest and the most highly developed news print plant in the world."

Phillip P. Dodge, president of the International Paper Company, was the speaker. The occasion was an informal dinner and entertainment Thursday evening, Sept. 27, given by the International in honor of the 100 newspaper proprietors, editors, and executives of the East and Central States at the little Hotel Chateau de Blois in the French-Canadian City of Trois Rivieres, Province of Quebec, a city of about 30,000 population, situated at the junction of the St. Lawrence and St. Maurice Rivers.

"Twenty-five years ago," Mr. Dodge said, "the consumption of news print on this continent amounted to four or five pounds per capita, per annum, whereas today it is over 60 pounds per capita, the production this year being in excess of 2,250,000 tons of Standard Newsprint.

"The origin of paper making," Mr. Dodge said, "is unknown, as we have no record of paper proper prior to the eighth century. The Arabs and the Chinese are undoubtedly entitled to the credit of discovery.

"Paper was first made in this country near Philadelphia in 1690, and the first mill in New England was started at Milton, Mass., in 1730, but it was not until 1855 to 1860 that paper was put on the market as a commercial product. Prior to that it had been manufactured one sheet at a time and by hand.

"In 1805 a Frenchman invented a process much the same as the present day processes, with wire screen, running round and round, and with suction cloths underneath, much the same as today. An Englishman named Brahman had invented a paper making machine one year before the Frenchman, but it was found impractical. So the Frenchman's machine invented in 1805 was the first real paper making machine. It produced a sheet comparable to the present day rotogravure sheet.

"It was not, however, until about the close of 1865 that the rotary perfecting machines would print, and the composing machines were perfected to do the work of five or six hand compositors.

"This year the International Paper Company is producing newsprint paper enough to belt the earth and the moon 578 times.

"Newsprint production has inured to the benefit of the world, the benefit of the printer and the publisher; it has shortened the hours of labor, increased the wage, and made life easier for the worker.

"It was not until 1360 that labor unions were formed in England. An act of parliament in 1369 prohibited all allocation of masons, carpenters and all other craftsmen. In 1388 an act of parliament forbade them from leaving the country. For 75 years labor worked from sunrise to sunset. Combinations of capital, big scale production, mechanical discoveries, all helped to pull labor up to shorter hours, greater wage and more ease and comfort.

"The International Paper Company introduced insurance with gratifying results and 91 per cent of our men now come in. We are striving always to encourage skill and energy so that our men may not be put on a dead level, and you gentlemen of the press have it in your power to help bring this about."

J. L. Fearing, the new sales manager of the International, was the toastmaster. Other speakers were R. S. Kellogg, general manager of the Newsprint Service Bureau; W. B. Bryant, publisher the Paterson (N. J.) Press-Guardian; F. M. Church, the Michigan Daily League; John H. Harrison, of the Danville (Ill.) Commercial-News, and L. G. Ellingham, Fort Wayne (Ind.) Journal-Gazette.

The Three River plant consumes 260,000 barrels of fuel oil per year. It has eight boilers and some thirty-two burners with an oil storage capacity of 150,000 barrels. The boiler plant furnishes steam for running the paper machines, drying the paper, cooking sulphite and heating the mill. The electricity for power purposes comes from Shawington Falls, about 21 miles up the St. Maurice River. The current comes in 60,000 volts and is transformed to 6,000 volts and then to 600 volts. The wood piles are said to contain 55,000 cords. The plant uses about 135,000 cords annually. The filter plant furnishes water for the process purposes—20 filter beds—capacity about 20,000,000 gallons per day.

The ground wood pulp mill has 14 magazine grinders, capacity 20 tons ground wood per grinder, per day. The still ground wood storage tank reservoir has a capacity of about 75 tons of ground wood pulp. The sulphur storage tank has a capacity of 2,000 tons. The three digestors have a capacity of about 90 tons per day.

The paper-making machines are 250 feet long and one hundred and sixty-four inches wide. They are driven electrically and produce about 75 tons of paper per day per machine. The stock from the mixing system containing about 80 per cent of ground wood pulp and 20 per cent of sulphite pulp is diluted with water and pumped to the screen cylinders at the end of the paper machine. At this point the stock contains over 99 per cent water. It flows from the screens onto an endless wire cloth on which the paper forms and through which part of the water drains. This wire cloth passes over suction boxes, and over the suction roll which removes enough more water from the sheet so that it will run from the wire onto the endless woolen felt which passes through the press roll and over and under the dryers, through the calendars and finally to be rewound to standard sizes.

Guests of the company included:

J. L. Kinmonth, Asbury Park (N. J.) Press; C. H. Meredith, Hanover (Pa.) Evening Sun; W. P. Small, Herkimer (N. Y.) Telegram; W. L. Sanborn, Lansdale (Pa.) Weekly Publishers' Assn.; E. R. Slocum, Long Branch (N. J.) Record; Dr. Stivers, Middletown (N. Y.) Times-Press; N. B. Tomlinson, Morristown (N. J.) Record; W. B. Boyd, New Brunswick (N. J.) Home News; J. B. Ford, Irish World; A. C. Battersby, Hearst Publications; Louis Calder, Perkins-Goodwin Co., New York; A. C. Deuel, Niagara Falls (N. Y.) Gazette; Walter Greig, Niagara Falls (N. Y.) American Salesbook Co.; J. W. Magers, Norristown (Pa.) Times-Herald; W. B. Bryant, Paterson (N. J.) Guardian; J. F. Jordan, Paterson (N. J.) Ribbon & Ticker Paper Co.; R. E. Lent, Passaic (N. J.) News; Vita Baldi, Philadelphia (Pa.) L'Opinione; Neff Laing, Philadelphia (Pa.) Pennsylvania Farmer; Alan H. Reed, P. S. Collins, Curtis Publishing Co., Philadelphia, Pa.; R. Brown, Poughkeepsie (N. Y.) Evening Star; E. B. Tobey, Poughkeepsie (N. Y.) Sunday Courier; F. W. Platt, Poughkeepsie (N. Y.) Eagle-News; J. W. Rauch, Reading (Pa.) Eagle; B. B. Megargee, E. J. Lynett, N. A. Frantz, Scranton (Pa.) Times; Col. E. Smith, F. C. Kirkendall, Wilkes-Barre (Pa.) Times; F. C. Henne, International Correspondence School; J. H. Cook, Red Bank (N. J.) Register; P. M. Bailey, Washington (D. C.) Pathfinder; Chas. E. Stoneback, West Chester (Pa.) Local News; W. F. Metten, Wilmington (Del.) Every Evening; C. J. Pyle, Wilmington (Del.) News Journal; Jos. H. Martin, Wilmington (Del.) Sunday Star; Clement B. Hallam, Wilmington (Del.) Evening Journal.

Dietrick Lamade, Williamsport (Pa.) The Grit; A. A. Hopkins, Scientific American; H. L. Griggs, Bank of New York & Trust Co.; T. C. Brandeis, Wall Street Journal; R. S. Kellogg, Newsprint Service Bureau, New York; James W. Brown, Editor & Publisher; Rheinlander Waldo, Hyman Lazarus, Bayonne (N. J.) Times; Wm. V. Hester, Jr., Brooklyn (N. Y.) Eagle; E. F. Lindsay, Fourth Estate.

P. T. Dodge, Allen Curtis, H. H. White, G. E. Smith, J. L. Fearing, R. C. Tilden, G. G. Abernethy, L. M. Davis, F. B. Smidt, C. Walker, International Paper Company, New York.

The previous week, the following party was entertained:

G. P. Browne, Anderson (S. C.) Mail; Maj. John S. Cohen, Atlanta (Ga.) Journal; F. C. Withers, Columbia (S. C.) State; J. B. Sherrill, Concord (N. C.) Tribune; W. E. Page, Columbus (Ga.) Ledger; Walter G. Johnson, Chattanooga (Tenn.) News; B. H. Peace, Greenville (N. C.) News; Col. J. Rion McKissick, Greenville (N. C.) Piedmont; E. B. Jeffress, Greensboro (N. C.) News; Edgar M. Foster, Nashville (Tenn.) Banner; L. E. Pugh, Newport News (Va.) Press; J. Clement Brossier, Orlando (Fla.) Reporter-Star; W. C. Essington, Orlando (Fla.) Sentinel; J. F. Hurley, Salisbury (N. C.) Post; W. W. Holland, Spartanburg (S. C.) Herald; F. J. Merriam, Southern Ruralist; Col. H. W. Opie, Staunton (Va.) Leader; F. T. Raiford, Selma (Ala.) Times-Journal; Inman Gray, Southern Gravure Corporation; M. L. Crawford, Winston-Salem (N. C.) Journal.

Binghamton Gets Circulation Meet

The New York State Circulation Managers' Association will meet at Binghamton, N. Y., Oct. 23-24. Charles H. Congdon, of the Watertown (N. Y.) Times, is preparing the program.

Nonpareil Press Rooms Flooded

The composing and press rooms of the Council Bluffs, Iowa, Nonpareil were flooded with more than a foot of water when a tornado struck Council Bluffs, September 27.

SUSPENDS AFTER 40 YEARS

Chester (Pa.) Republican, Founded in 1883, Forced to Quit

After forty years of existence, the Chester (Pa.) Republican, a morning newspaper, ceased publication with the issue of September 29.

The Republican was established in 1883 as a weekly in Darby, Pa., several miles from Chester. Ten years later it was transferred to Chester by Y. S. Walter. After his death the Republican was published by the late Ward R. Bliss.

In 1895, Thomas H. Higgins bought it and James C. Fender and Crosby M. Black followed him as owners.

Charles R. Long has had the controlling interest since 1910, and former Governor of Pennsylvania William C. Sproul has had an interest. They also own the Chester Times, an evening newspaper.

Willnus Talks Over Radio

H. G. Willnus, secretary of the Intertype Corporation, gave a lecture Oct. 1, on Typesetting Machines over the radio from station WEAF, New York. Willnus gave a detailed history of typesetting machines from the Paige Compositor to the modern Intertype.

Super Book Paper Price Cut

The West Virginia Pulp and Paper Company has cut the price of super book style paper, a quarter of a cent a pound, or $5.00 a ton, effective Oct. 1. Users of this style paper characterize the decrease as "very small" in view of the many recent increases.

AN AVERAGE NET PAID daily circulation of

239,580

was recorded by The Baltimore Sun (Morning and Evening) for September, 1923.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

"Beyond Expectation"

Detroit News Rotogravure Doubles Food Product Sales

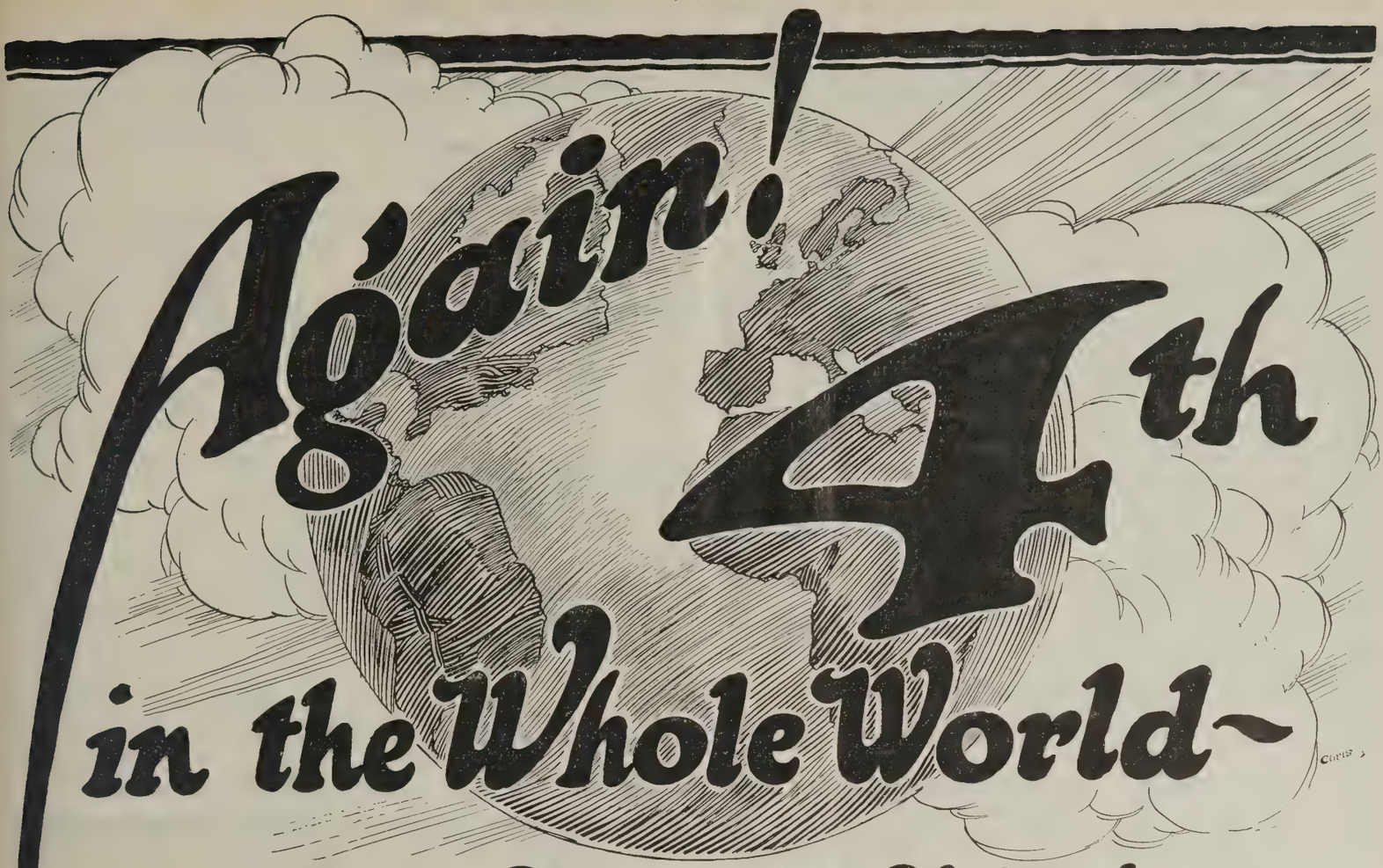
THE 100% attention value of Rotogravure in The Detroit News is amply illustrated in the case of the Hammond-Standish Company, manufacturers of quality food products. In marketing Greenfield Sausage the News Rotogravure more than fulfilled all expectations as the following statement indicates:

"We previously tried several methods of publicity, but last season we decided to use the Rotogravure Section of The News because we have a high-class product and wish to reach the better class of people. The results were far in excess of our expectations; the sales almost doubled. We are certainly going to use the same medium again this season."—Hammond-Standish Co.

Your product advertised in the Rotogravure Section of The News not only gets 100% attention, but gets that attention in practically every home in Detroit and vicinity.

The Detroit News

Greatest Circulation Daily or Sunday in Michigan



and First in Ohio!

The advertising figures for the first eight months of 1923 of the world's greatest newspapers as compiled and published by the statistical department of the New York Evening Post show that in the evening and Sunday morning fields The Columbus Dispatch stood FOURTH—*this newspaper leading all Ohio newspapers.*

Here is the lineage of the first seven newspapers having the greatest record

(evening and Sunday morning)

Detroit News	18,748,534	Lines
Washington Star	15,061,401	"
St. Louis Post Dispatch	14,199,640	"
COLUMBUS DISPATCH	*13,883,089*	"
Chicago Daily News	13,237,971	"
Los Angeles Herald	13,004,208	"
Philadelphia Bulletin	12,371,400	"

The stupendous volume of local, national and classified advertising constantly coming to The Columbus Dispatch is due to these facts:

It is the first Columbus newspaper in news and features——

It is the first Columbus newspaper in reader interest and reader confidence——

It is the first Columbus newspaper in circulation——

It is the first Columbus newspaper in results to advertisers.

The Columbus Dispatch

OHIO'S GREATEST HOME DAILY

ONTARIO WAGER LAW DECLARED VOID

Appellate Court Holds Province Act Ultra Vires—Canadian Editors of U. S. Racing Sheets Active Since Decision

The Appellate Division of the Supreme Court of Ontario, having upheld the decision of Police Magistrate Denton of Toronto that the Ontario Betting Information Act was *ultra vires* of the provincial legislature, Canadian newspapers are now free to resume the publication of betting odds and similar information. The Attorney General of Ontario, though urged to carry the case to a higher court, has refused to do so and now states that the act is as if it did not exist. Five judges heard the argument of counsel in the Appellate Division and gave their judgment unanimously and without leaving the bench. They held that the province had no power to legislate in a field of legislation previously occupied by the Federal Government.

The judgment, while disposing of the situation arising through the publishing of betting information in Ontario, does not affect the Dominion law prohibiting the importation of papers given over wholly to the publication of such news. These are still barred and the law holds good. One interesting result of this situation is the appearance of Canadian editions of several United States racing sheets printed in the Dominion and thus overcoming the difficulty of importation.

A GOOD SUMMER

Leading Newspapers' Lineage Beat July, 1922, by 5%, August by 3%

Newspaper advertising had no summer slump beyond the regular seasonal drop, July lineage in 29 cities running 5.1 per cent ahead of July, 1922, and August passing its 1922 "opposite number" by 3.1 per cent. This is shown by figures for 128 newspapers in July and 126 in August prepared by the New York Evening Post Statistical Department.

The July totals were 98,014,658 lines in 1923 and 93,211,538 lines in 1922, a gain of 4,803,120 agate lines. August's totals were 94,540,053 lines in 1923, and 91,688,961 lines in 1922, a gain of 2,851,092 lines.

Notable especially is the consistent gain shown by cities in the Middle West, both July and August showing this group—practically all in one large market area—to have increased their business well above the average for the whole country. For instance, the following percentages are drawn approximately from the comparative figures below:

	Gain % July	Gain % August
Detroit	25	10
Cleveland	11	9
Milwaukee	14	14
Cincinnati	11	14
Columbus	13	13
Louisville	8	8
Dayton	9	9

The Pacific Coast cities also run well above the average in summer gains.

The loss shown for New York in August is in a way technical, only. It is due to the absorption of the Globe by the Sun, leaving the former's 1922 total only partially balanced in the readjustment that is still taking place.

Totals by cities for July and August follow:

July, 1923-1922

29 cities listed 25 show gain 4 show loss
128 papers listed 84 show gain 42 show loss
2 no comparison

	1923	1922	Gain
New York	10,751,018	10,497,264	253,754
Chicago	5,223,255	5,005,191	218,064
Philadelphia	5,593,212	5,393,989	199,223
Detroit	4,051,978	3,227,196	824,782
Cleveland	3,448,425	3,119,025	329,400
St. Louis	3,093,440	3,233,860	140,420*
Boston	4,262,953	4,180,715	82,238
Baltimore	3,859,931	3,708,037	151,894
Los Angeles	7,263,169	6,851,351	411,818
Buffalo	2,684,687	2,527,507	157,180
San Francisco	4,265,131	4,108,524	156,607
Milwaukee	2,494,104	2,180,578	313,526
Washington	3,627,456	3,422,941	204,515
Cincinnati	3,061,200	2,768,100	293,100
New Orleans	2,783,365	2,742,657	40,708
Minneapolis	2,296,033	2,587,082	291,049*
Seattle	2,274,720	2,260,258	14,462
Indianapolis	2,478,372	2,495,124	16,752*
Denver	1,899,464	1,998,668	99,204*
Providence	2,309,932	2,250,855	59,077
Columbus	2,956,878	2,611,477	345,401
Louisville	2,383,071	2,190,635	192,436
St. Paul	1,940,764	1,857,534	83,230
Oakland	1,833,160	1,628,760	204,400
Omaha	1,826,489	1,750,581	75,908
Birmingham	2,043,902	1,650,446	393,456
Richmond	1,801,207	1,689,699	111,508
Dayton	2,312,506	2,127,424	185,082
Houston	2,194,836	2,146,060	48,776
Totals	98,014 658	93,211,538	4,803,120

*Loss.

August, 1923-1922

29 Cities listed; 17 show gain; 12 show loss; 126 papers listed, 70 show gain; 54 show loss.

	1923	1922	Gain
New York	10,025,332	10,433,472	408,140*
Chicago	5,201,430	5,072,649	128,781
Philadelphia	5,448,229	5,478,877	30,648*
Detroit	4,028,864	3,657,360	371,504
Cleveland	3,422,025	3,142,350	279,675
St. Louis	3,154,900	3,176,440	21,540*
Boston	4,204,539	4,331,537	126,998*
Baltimore	3,511,708	3,594,681	82,973*
Los Angeles	7,386,834	6,770,624	616,210
Buffalo	2,497,529	2,609,978	112,449*
San Francisco	4,323,165	4,147,052	176,113
Milwaukee	2,561,389	2,239,011	322,378
Washington	3,165,140	3,198,490	33,350*
Cincinnati	2,942,100	2,579,700	362,400
New Orleans	2,601,786	2,616,192	14,406*
Minneapolis	2,588,348	2,725,052	136,704*
Seattle	2,232,370	2,185,330	47,040
Indianapolis	2,372,445	2,362,371	10,074
Denver	1,815,352	1,985,340	169,988*
Providence	2,278,982	2,165,386	113,596
Columbus	2,955,245	2,624,769	330,476
Louisville	2,219,462	2,053,946	165,516
St. Paul	2,123,086	1,867,670	255,416
Oakland	1,990,660	1,786,666	203,994
Omaha	1,618,687	1,711,353	92,666*
Birmingham	1,857,912	1,427,874	430,038
Richmond	1,761,280	1,767,209	5,929*
Dayton	2,189,992	2,000,796	189,196
Houston	2,061,262	1,976,786	84,476
Totals	94,540,053	91,688,961	2,851,092

* Loss.

"THIS WAY TO AD DEPARTMENT"

Editorial Association Adopts Publicity Rejection Form

H. C. Hotaling, executive secretary of the National Editorial Association, has prepared an attractive form for the use of all national associations of publishers. It reads: "This matter comes under the head of advertising. We will be pleased to run this at our regular rates. Type composition and space cost money. We cannot afford to give it away. Member National Editorial Association."

BRITISH PRESS FACES CHEERLESS WINTER

Pessimism Pervades General Newspaper Situation, Pall Mall Gazette Man Reports, but Northcliffe Press Flourishes

The newspaper business in England, with the exception of the Northcliffe press, is not facing a very cheerful Winter, according to W. E. Carson, New York correspondent for the Pall Mall Gazette, who returned to this country this week, following a three months' visit in Great Britain. Discouraging conditions are attributed to the continental trouble, and increased English unemployment.

Mr. Carson, noted for his biography of Lord Northcliffe, "Britain's Man of Power," had several personal interviews with Lord Rothermere, who now controls the Northcliffe press, while in London, and from discussions with other prominent publishers and journalists discovered they shared his own pessimistic outlook regarding the present English newspaper situation.

A peculiar angle is raised by the continued prosperity of Northcliffe newspapers, Carson points out.

"While many London newspapers are already cutting down their staffs to a considerable extent, and are experiencing a slump in advertising and circulation, the Daily Mail, the Evening News, the Weekly Dispatch, the Sunday Pictorial, and other publications of the late Lord Northcliffe flourish on the 'upgrade,' Carson declared.

"Lord Rothermere, before he acquired the tremenduous newspaper machinery created by his brother, Lord Northcliffe was a banker, considered a financial genius, but in no way prominent as a journalist.

"Consequently, many thought the death of Lord Northcliffe would mean his papers would lose their influence.

"Such has not been the case, however. Rothermere has ably taken the place of his brother. Only recently he has come to the front as a great journalist.

Discussing other angles of the British newspaper world, Carson declared he was impressed by the great improvement apparent in the English Sunday newspapers.

"The Sunday Pictorial has become the best of its class in Europe," he said. "The Daily Mirror has increased its circulation to more than two million.

"The British masses are being informed as never before on American subjects through the moving pictures.

"London newspapers are using more American news. American concerns are realizing that the moving pictures are interesting great numbers in American products and are advertising in London newspapers as never before."

Six Roto Pages for One Store

The Syracuse Herald, September 23, published a six page art gravure section devoted entirely to an advertisement of a new Schraft retail store and restaurant in Syracuse. The copy consisted of photographs and descriptive captions on striking features of the new store.

CLARENCE

by CRAWFORD YOUNG

The Standard and Jerseyman, Salem, N. J., is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

BOY, PAGE

MR. SPACE BUYER

Leaving out of the calculation the Sunday editions, with their scattering circulation, you can get a true index to the "selling punch" of Cincinnati newspapers by a careful study of their *daily display* advertising figures. For example, local and national advertisers during the first six months of this year used 9,735,026 lines of display advertising in the two afternoon papers, as against 3,528,118 lines in the two morning papers —*some preference!*

But the same advertisers placed in the TIMES-STAR 2,471,141 lines of display more than they placed in both morning papers together—an acknowledgment that the TIMES-STAR has more than twice as great consumer influence as the two morning dailies combined!

But that is not all. The second evening paper carried more display advertising during the six business days than both morning papers combined, yet, with 5,999,259 lines, the TIMES-STAR distanced *it* by 2,263,492 lines.

Boy, page Mr. Space Buyer!

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

The Shop-o-scope

TRADE MARK

The Greatest Christmas Discovery Since Santa Claus!

If you want to develop Christmas classified lineage from advertisers who have never given you any at all—if you want to see five ads blooming through the holiday season where there was but one in previous years—if you want to give your readers and advertisers the best Christmas service they've ever had—

Then you want The Shop-o-scope!

What is it? What does it do? What will it mean to you?

Just this: The Shop-o-scope is the name of our newest "Christmas Gift Suggestions" Campaign for Classified Advertising promotion. It is made up of alphabetically listed and catalogued little ads under five gift headings, "Gifts for Him," "Gifts for the Home," etc. It is a regular "shopping telescope" for the convenience of newspaper readers. Twenty-four pieces of illustrated campaign copy educate them to "spend a few minutes looking through The Shop-o-scope and save hours looking through the stores."

Here's the most convincing shopping service that you've ever seen. Readers will recognize its usefulness immediately. Advertisers can't help selling themselves on it once it's presented to them! We've been putting out highly successful Christmas Campaigns for four years. We've helped hundreds of newspapers to make holiday records in classified volume—and at the same time give added impetus to their display efforts. And now The Shop-o-scope represents the greatest advance we've ever made in Christmas Classified promotion. It's brand new—and we know from experience it will hit the spot!

The complete campaign includes, among a score of distinctive features, 24 daily display ads (with mats of illustrations like that shown above), dealer solicitation booklets, blotter-calendars for general distribution, advance publicity (in mats), complete bulletins and schedules for successful operation.

You will want this sure-fire Christmas service for your newspaper. It's your opportunity to cash in on big holiday classified revenue, as well as unlimited good will on the part of your readers and advertisers.

Make sure of the most profitable Classified Christmas you've ever had—*this year* use The Shop-o-scope!

This is the only one of our service campaigns that is sold separately to newspapers. Write us at once and you will receive the complete Campaign Portfolio for your inspection.

THE BASIL L. SMITH SYSTEM, INC.
OTIS BUILDING PHILADELPHIA

NEWS OF ASSOCIATIONS AND CLUBS

THE Associated Dailies of Florida, at a recent meeting, unanimously elected the following officers for the ensuing year: W. M. Pepper, Gainesville Sun, president; R. J. Holly, Sanford Herald, vice-president; Clayton C. Codrington, DeLand News, secretary-treasurer; L. W. Bloom, Lakeland Star-Telegram; Major Lew B. Brown, St. Petersburg Independent; W. A. Elliott, Jacksonville Times-Union; Herbert Felkel, St. Augustine Record; Col. D. B. McKay, Tampa Times, and M. J. Sneed, Daytona Journal, directors.

Republican newspaper men of the Seventh Congressional District held their regular fall meeting at Hutchinson, Kan., during the state fair. They were the guests of the Hutchinson (Kan.) News, and W. Y. Morgan its editor.

George E. Mills, formerly secretary to Myron A. Wick, vice-president of the Elyria Iron & Steel Company, is now assistant secretary of the Cleveland Advertising Club.

At the meeting of the Montana Press Association in Butte, R. R. Kilroy, editor of the Anaconda (Mont.) Standard, gave the address of welcome, and P. B. Snelson of the Billings (Mont.) Gazette responded. An "All Montana Conference," to be held later this year, was authorized. O. S. Warden, general manager of the Great Falls Tribune, was elected president; H. O. Woare, of the Chester Reporter, first vice-president; Martin J. Hutchins, of the Missoula Missoulian, second vice-president; Joseph Gehrett, of the Laurel Outlook, third vice-president. S. E. Peterson of Great Falls was elected secretary-treasurer for the tenth time.

Missouri newspaper men are expected in St. Louis in large numbers, Oct. 10-12, for the annual fall meeting of the Missouri Press Association, to be held there. A committee of forty prominent St. Louis men have charge of arrangements for the meeting. More than 100 newspaper publishers and editors are expected to attend.

A special departmental meeting of the Screen Advertisers Division of the A. A. C. W. will be held at the Hotel Rochester, Rochester, N. Y., Oct. 11 and 12.

Members of the Advertising Club in Scranton, Pa., are active in promoting interest in the "On to London" movement. A committee of three has been named to work up enthusiasm in the drive. One of the local banks has suggested to members that a certain sum be set aside each week, and that after a certain period these deposits would meet the total expense of the trip abroad.

The Advertising Club of Baltimore elected the following officers at the annual election held in connection with the weekly luncheon on Wednesday, Sept. 26. They will hold office to July 1, 1924. Frank J. O'Brien, president; Daniel E. Derr, vice-president; Norman M. Parrott, secretary-treasurer; C. R. Wattenscheidt, counsel. Board of Governors (For three years)—Dwight Burroughs, Jerome P. Fleishman; (For one year) J. H. Baumgartner, Clarence H. Klingel, P. Ross Bundick, Robert W. Test, Harry B. Green, E. Lyell Gunts, Norman T. A. Munder, C. D. Bond, John R. Ewell, E. Lester Muller, Frank D. Webb, William H. Parker, R. E. Stapleton. Hold-over members of the Board are as follows: Herman Gamse, term expires, 1924; Howard H. Cone, term expires 1925. Those elected on Sept. 26, 1923, and the hold-over members constitute the present Board of Governors.

The Western N. C. Press Association will meet in Albermarle, N. C., Thursday and Friday, Oct. 11 and 12. At the Thursday night meeting the newspaper men will be welcomed by Mayor O. J. Sikes, and J. Z. Greene, editor of the Marshville Home, will respond.

A program based on "Production" in relation to Chicago featured a recent relation to Chicago featured at a recent meeting of the Women's Advertising Club of Chicago at the Congress Hotel. Ralph E. Johnson, of S. W. Straus & Co., a member of the Speakers' Bureau of the Association of Commerce, spoke on "Chicago, the City of Destiny." Miss Laura A. Johnson was the member speaker.

Chicago newspaper men were given a taste of what the Press Club of Chicago plans for the future, at an informal housewarming last Saturday night in the club's new quarters at 168-178 West Adams street. Members of the staffs of every daily paper were on hand, together with representatives from many of the trade journals and magazines. Mexico's famous National Police Band was obtained to furnish the music. Entertainment was contributed by a number of prominent theatrical stars.

The Women's Advertising Club of Portland, Ore., opened its second annual rummage sale Sept. 27. A well organized sales force was under the general direction of Miss Opal Bowen.

The Baltimore Press Club held a Harding memorial service on Sunday, Sept. 23, at the Century Theatre. Guests of honor included: Dr. Wm. S. Abernethy, President Harding's Minister, Calvary (Baptist) Church; Dr. Wyatt Brown, Baltimore, Md.; Very Rev. John J. Murray, Baltimore, Md.; Judge T. J. C. Williams; Dr. C. A. Rubenstein, Baltimore, Md.; Senator Frank B. Willis, who nominated Harding at the Na. Rep. Convention; Senator Walter E. Edge, New Jersey; Mayor Jackson, Alexander Armstrong; General Agnus; Col. John Philip Hill; Hon. Chas. P. Coady; H. M. Daugherty, Attorney General of the U. S.; Frank A. Furst; Dr. Julius Hofmann; W. C. Nimmo; Galen L. Tait; Judge Heuisler; Benj. F. Woelper, Postmaster; Judge Dawkins; Folger McKinsey, the Sun; W. A. McCabe, Managing Editor, the News; Frank F. Patterson, the Sun; W. A. Thayer, Managing Editor, the American; Albert Goodman, the American; Chas. M. Harwood, the News; Chas. L. Wiegand, Deputy Internal Collector; Stanley M. Reynolds, Managing Editor, the Sun; Van Lear Black, the Sun; David C. Gibson, city editor, Sun; Richard D. Steuart, the News; A. D. Brashers, City Editor, the American; O. P. Baldwin, the Sun; Harold D. Jacobs, Editor in Chief, Daily Post; Henry M. Hyde, the Sun; John Gleisner, Managing Editor, Daily Post; Sheriff Thomas F. McNulty.

A proposition to limit the Kalamazoo (Mich.) Advertising League to a membership of 100 will be placed before the officers and directors at a meeting to be called soon by President Ernest C. Stoll. However, it is proposed to have a subsidiary membership composed of sales managers.

Peoria was selected for the 1924 meeting of the Illinois branch of the Associated Press Good Fellowship club at the session held at Springfield, Sept. 16, attended by 100 representatives. J. W. Barbee, Peoria, was elected president; M. W. Chandler, Chicago, vice president; L. Dille, Peoria, secretary; and they, with W. W. Soergel, assistant traffic chief of the central division of the Associated Press, and S. G. Hodges, Peoria, A. T. & T., compose the board of directors. Thomas J. Rees, publisher of the Illinois State Register, presided at the banquet and among the speakers were: Jackson S. Elliott, New York, assistant general manager of the A. P.; Edgar T. Cutter, Chicago, superintendent of the central division; W. J. Eades, city editor of the Marion (O.) Star and M. J. Finn, advertising manager of the Peoria Commercial club. A silent tribute was paid to Meville E. Stone.

The Rockford (Ill.), Advertising club has launched a membership campaign to increase its enrollment from 28 to 75. Seven committee chairmen have been named as follows: program, E. O. Cary; vigilance, J. Service; finance, Al Ekeberg; membership, A. N. Nelson; On-to-London, H. W. Pollard; headquarters contact, W. H. Bailey and publicity, Homer Miller.

George D. Lindsay, editor of the Marion (Ind.) Chronicle and president of the Indiana Republican Editorial association, has named committees for the association's annual midwinter meeting in Indianapolis Jan. 24 and 25 as follows: speakers, F. A. Miller, South Bend Tribune, chairman, Henry W. Marshall, Lafayette, J. A. Kautz, Kokomo; program, C. S. Neal, Noblesville; J. F. McDermond, Jr., Attica; M. E. Garber, Madison; general arrangements, Leo K. Fesler, M. W. Pershing and W. L. McClure, all of Indianapolis; publicity, W. O. Feudner, Rushville; F. E. Schortemeier, Indianapolis.

Group One of the Wisconsin Press Association was organized at New Richmond, Wis., Sept. 15. Six counties (Barron, Washburn, Polk, Burnett, St. Croix and Pierce) are included. The objects are cost finding and the promotion of efficiency in printing offices. About 30 publishers were present, including John Kupers, president of the Wisconsin Press Association, and Louis Zimmerman, secretary of that organization. The meeting was addressed by Harry Hillman of the Inland Printer, Chicago, and H. C. Hotaling, executive secretary of the National Editorial Association. A. L. Van Meter, editor of the New Richmond News and Republican Voice, was the host. It is planned to organize similar groups all over the State, to be affiliated with the Wisconsin Press Association.

Senator Arthur Capper, publisher of the Capper Publications, Topeka, Kas., addressed the Indianapolis Advertising Club Sept. 20. He said that while advertising had made greater progress in the last 10 years than in the preceding 50 years, especially in efficiency and ethics, he believes it is only at the beginning of its possibilities. He predicted good business in the immediate future and a wider application of advertising to the problems of business.

THE HAZEL DEYO BATCHELOR LOVE PROBLEM SERIALS

Today being printed in the following newspapers, going into the homes of over 7,700,000 people:

Philadelphia Evening Public Ledger
New York Daily News
Boston Post
St. Louis Star
Los Angeles Illus. News
Pittsburgh Chron.-Tel.
Buffalo Express
Atlanta Journal
Birmingham News
Dallas Times-Herald
Salt Lake Telegram
Syracuse Journal
Albany News
Houston Chronicle
Oklahoma Oklahoman
New Haven Union
Newark Ledger
Lincoln Star
Charleston Gazette
Oakland Tribune
Long Beach Sun
Meriden Record
Pittsburgh (Kansas) Sun
Ironton Register
Massillon Independent
Mt. Vernon Argus
Waco Times
New Rochelle Standard-Star
Hutchinson News
Warren Tribune
Barnesville Enterprise
Hamilton Journal
Oswego Palladium
Greensburg Review
Nottingham (England) Journal

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA

Form 182

Publisher's Desk

After the Ad is Printed, it's only the customer that counts

We offer the lowest Milline-Customer Rate in America.

Seattle Times

JUMPING THE RIGHT WAY!

An Inspiration In Newspaper Building

From a Letter Written by Verne Marshall, Managing Editor, Cedar Rapids, Iowa, Evening Gazette:

"THIS letter tells what I think of International News Service.

"The World War left newspapers balancing on their toes after the most striking news and circulation producing period in their history. When the war ended a newspaper did not dare to contemplate the 'deflation' process that soon became so essential in many other businesses. Hence, the toe-balancing act. The question was which way to jump. Indecision caused some newspapers to fall over backwards with their own weight, while those publications which determined to retain the growth that the war had caused set about girding their loins.

"After considerable debate with the owners of this newspaper, I was generously permitted to inaugurate an expansion policy at the very time when contraction was the vogue in so many places. Our first big step was installation of the International News Service. It was just as our leased wire was being hooked up that other newspapers were beginning to feel the sadness incident to departing circulation.

"The augmented news service of *The Gazette* almost immediately made itself felt. Our circulation did not suffer a reduction. The competitor absorbed the loss in this territory, and it was a heavy one. He sold out. Our circulation began to climb and the increase soon was as rapid as it had been during the war. It's still coming. And the invariable companion of circulation followed merrily along—business—advertising. When the post-war business bubble burst, the fragments did not dampen us. Our lineage continued to grow, side by side with our circulation. We broke a record in 1921, and we broke that year's record in 1922.

"Now, we don't admit that International News is solely responsible for what has happened to us these last few years, *but we do frankly confess that it has been the foremost factor in promoting this most pleasant experience. It hits the ball the way we like to hit it out in this country of much corn and more culture than we are credited with having. It carries a punch, an appeal—is colorful without sacrificing reliability. What has most forcibly impressed me is the apparently clamorous desire of the organization behind International News Service to cooperate with us. At first it bowled us over. We were not accustomed to or expecting it. Now we are almost blasé enough to expect it because it is so customary.*"

Signed—VERNE MARSHALL

The same service by leased wire, telephone or pony dispatch is at your disposal for your newspaper. NOW is the time to discuess the kind of service best suited to your needs.

INTERNATIONAL NEWS SERVICE

M. Koenigsberg, President NEW YORK CITY

CHANGES IN NEWSPAPER OWNERSHIP

GEORGE MUNSON, a newspaper man at Maddock, N. D., has bought the interest of J. Bernard Smith in the Selfridge (N. D.) Journal. Mr. Smith is returning to Des Moines, Ia., his former home.

The Winnebago (Minn.) Enterprise has been sold to George E. Tuttle and wife of Marion, O. Fred Hadley, former owner and editor of the paper, is ill in a St. Paul hospital. Mr. and Mrs. Tuttle were employed several years by the Marion Star, the late President Harding's paper.

The Purcellville (Va.) Blue Ridge Herald, which was recently granted a charter of incorporation, will take over the Enterprise, a weekly of that town.

Ole Langland has sold the Cambridge (Ia.) Leader to E. E. McIntyre of Anita, Ia.

The Wallace (N. C.) Enterprise has been sold by Dr. R. L. Carr to R. H. Melvin of Wallace.

George Pease, for the past six months editor and manager of the Pratt (Kan.) Republican, has resigned and given up the lease on the publication, turning it back to the owner, A. A. Cochran. A. J. VanVranken will take over the editorial work and management of the paper. Mr. Pease went to the Pratt Republican from the Wichita (Kan.) Beacon.

Pearl P. Hassler, who recently sold the Turner (Ore.) Tribune, has bought the Ione (Ore.) Independent from E. S. Ackerman. Mr. Ackerman will spend the Winter in the East.

R. H. Mitchell & Sons, publishers of the Lewis River News, Woodland, Wash., have bought the Kalama (Wash.) Bulletin. Royce Mitchell will take charge of the Bulletin, and Hugh Mitchell will assume Royce's place as editor of the News.

William J. Kueneman, publisher of the North English (Ia.) Record, has purchased the Lancaster (Wis.) Teller, a suspended weekly. Publication of that paper will start as soon as repairs can be made.

The Berryville (Ark.) Democrat recently changed hands. The new editor is H. L. Locklin.

J. S. Parks and George D. Carney, publishers of the Fort Smith (Ark.) Times-Record, afternoon paper, have announced the purchase of the Fort Smith (Ark.) Southwestern American, the morning newspaper, from Richard L. Jones, publisher of the Tulsa (Okla.) Tribune. The latter purchased it about 10 days ago from W. E. Decker, its founder, editor and publisher.

James Forester has acquired a half interest in the Langlade (Wis.) Printing Company, publisher of the Herald. He will attend to the business end and Will C. Brawley, the other partner, will continue as editor.

David Nickerson has sold his interest in the Waupun (Wis.) News to Gordon Hamley. The latter will continue as sole publisher.

F. G. Reeve has bought the plant of the Winfred (S. D.) Dispatch, and consolidated it with the Miner County Pioneer, which he publishes at Howard. S. D. C. H. Ainsworth, late owner of the Dispatch, has bought the Larchwood (Ia.) Leader.

The Aneta (N. D.) Progress, which has been published from another office for several months, is again being published at Aneta, with L. O. Gilmore as manager and editor.

The Kensal (N. D.) Progress, which suspended two months ago for lack of support, has been revived by merchants of the town. V. W. Fiegel has been made editor.

The Lyman County (S. D.) Argus has moved from Oacoma to Kennebec. The county seat was recently moved from Oacoma to Kennebec.

The Hinckley (Minn.) News has passed into the hands of the Hinckley Publishing Company, of which W. H. Noble is president. George S. Graham, vice-president, continues as editor.

Iver J. Iverson, former owner of the Roland (Ia.) Record, has bought a half interest in the Hutchinson (Minn.) Press of Paul Eastwood.

The Rushford (Minn.) Star-Republican has been sold to George H. Miles, owner of the Tri-County Record.

The Wells (Minn.) Mirror has been sold by James F. Schofield to E. C. Funk and Knapp F. Matthews of Waterloo, Ia.

Charles H. Lee, who has managed the Walhalla (N. D.) Mountaineer for the past 26 years, has leased it to T. R. Johnson of the Cavalier Chronicle. Mr. Lee retires on account of ill health.

R. N. Lee, former editor of the Wyndmere (N. D.) Pioneer, has bought the Wyndmere (N. D.) Herald.

J. R. Smith, associate editor of the Ardmore (S. D.) Beadle County Courier, has bought an interest in that paper and will be its editor.

Ralph Aird, foreman of the Adrian (Minn.) Democrat, has bought a part interest in the Ipswich (S. D.) Tribune.

W. Verne McKinney took over a half interest in the Hillsboro (Ore.) Argus from his mother, Mrs. E. C. McKinney, and assumed the business management of the paper Oct. 1.

Lloyd Riches has sold the Vale (Ore.) Malheur Enterprise to Charles Crandall, and will move to Portland.

C. V. Blatchford, publisher of the Listowel (Ont.) Banner, has purchased from R. S. Pelton, the Atwood (Ont.) Bee and will amalgamate it with the Banner.

Negotiations have been completed for the sale of the Alexandria Bay (N. Y.) Thousand Island Sun to William J. Cobey of Philadelphia, Pa., and Curtis T. Martin of Alexandria Bay. The present owners are Mrs. B. M. Martin and Miss Mary T. Collins. The transfer takes effect Nov. 6.

SPECIAL EDITIONS

OTTUMWA (IA.) DAILY COURIER, a seventy-fifth birthday special edition of 216 pages, filled with pictures of early Ottumwa and Wapallo counties.

Danville (Va.) News, "National Publicity Edition," 84 pages, Sept. 22. Copies were sent to automobile owners all over the world.

Watertown (N. Y.) Standard, 40-page "North Country Resources Edition," illustrated with 150 photographs of northern New York institutions and business men.

The Sioux Falls (S. D.) Press, a Custer Highway edition, Sept. 20.

The Scranton (Pa.) Republican, at the opening of the Stocker & Fister furniture store, a 12-page rotogravure section of pictures and special advertising.

The Watertown (N. Y.) Standard on Saturday, Sept. 20, a special edition of 40 pages, containing a history of the industries of Watertown.

RYAN PROMOTED

Now News Ink Manager of Ault & Wiborg Company

The Ault & Wiborg Company this week announced the appointment of Timothy A. Ryan as manager of its news ink department, with headquarters at 461 Eighth avenue, to fill the vacancy caused by the death of Harry Hughes.

TIMOTHY A. RYAN

Mr. Ryan has had a practical and wide experience in handling news ink from all angles of the trade. For several years he was superintendent of the New Haven (Conn.) Register pressroom, where he gained an intimate knowledge of news ink requirements which later earned for him the position of New England representative for the Ault & Wiborg Company.

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

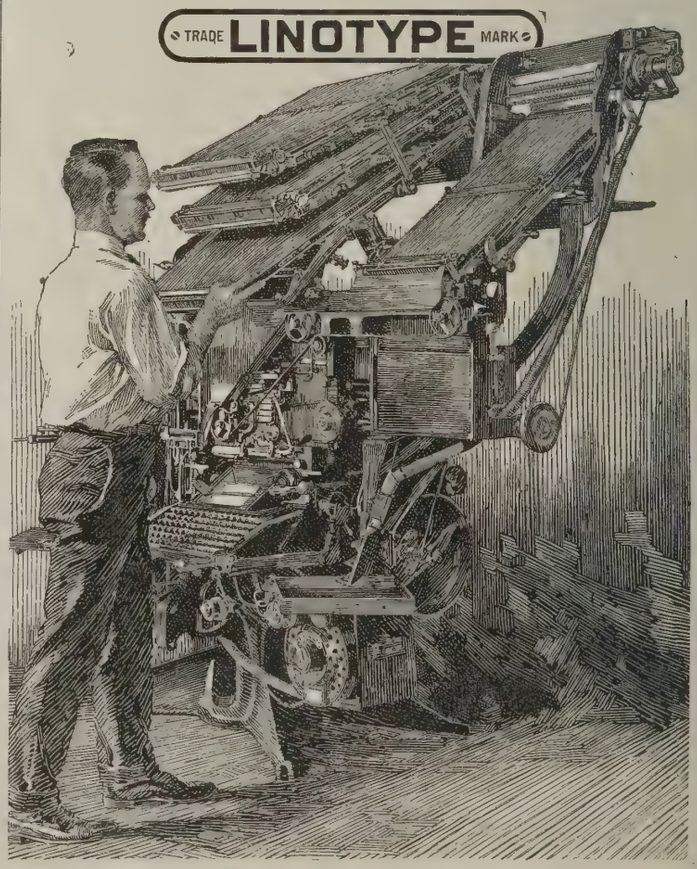
on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

The Single Keyboard Model 14

TRADE LINOTYPE MARK



Three main magazines and a 34-channel auxiliary all operated from one power-driven keyboard. Any magazine can be changed without disturbing the other magazines or the auxiliary.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

Composed entirely on the LINOTYPE

$1,000 Cash Prize For Best Analysis of the Contributing Causes that Have Made

Los Angeles Times

the Largest Daily and Sunday Newspaper in the World

—printing more columns of news and reading matter, a greater volume of advertising, and a larger number of separate want ads than any other daily, weekly or monthly publication anywhere on earth.

CONTEST OPEN TO ALL: Manuscripts may be of any length from a paragraph to 2,000 words. They must be signed on front page with name and address of contestant, and must reach the "Contest Editor," Los Angeles Times, Los Angeles, Cal., on or before midnight November 30, 1923. The full prize, $1,000, will be awarded to the best, clearest and most adequate analysis contained in the fewest words. The award will be made as soon after the contest as possible. The judges will be all the department heads of the Los Angeles Times acting as one committee. A copy of daily and Sunday Times will be mailed to contestants without charge, but requests for such must be addressed to "Contest Editor."

Facts in Concise Form to Help Contestants

Southern California, of all the great markets in the United States is the most sharply defined—bounded by Mexico on south, Pacific Ocean on west, mountains on north, deserts on east; differentiated by its semi-tropical climate, special crops and industries; served by a single great wholesale center.

The Los Angeles Times is the only big morning newspaper whoseownership is IN Southern California; whose principal features and all its supplementary parts and magazines are written exclusively FOR Southern California; and whose circulation extends THROUGHOUT and is almost wholly contained WITHIN Southern California.

Continuously for several years, in good times and bad, the Los Angeles Times has rated among the first four or five American newspapers in volume of advertising, taking the lead as the largest medium in the world in 1921, which position it has held ever since. Whatever may be the causes back of The Times' supremacy in Southern California, these causes are fundamental and time-tested.

Los Angeles City	Los Angeles Times
Largest city in America west of Mississippi River.	Has more than paralleled the growth of Los Angeles in circulation and advertising.
Largest English-speaking port in any country facing the Pacific Ocean.	Successfully fought for a free harbor at Los Angeles, in appreciation of which citizens erected a commemorative tablet.
Within 40 miles of City Hall is produced one-fifth of world's oil output.	Daily oil department read by drillers, investors, producers, and all employed or interested in oil.
County seat of the richest agricultural county in America.	Publishes only agricultural magazine devoted to local conditions.
Makes 85% of all motion picture films in the world.	Publishes as Wednesday feature the only newspaper film magazine in the world.
Has one of America's richest mining areas as back country.	Exclusive mining department, with free analysis service.
Eighth city in United States in industry, growth in value of output since 1900 over 700%.	Staff of expert industrial writers; exclusive stories daily.
Ninth city of country in wealth; first in growth of bank clearings.	One of largest and best financial and market reports of any American paper.
First city in United States in building permits in proportion to population.	Publishes as Sunday feature mammoth real estate and building section.
Port of Los Angeles leads America in tonnage; leads world in export of oil and import of lumber.	Accurate and complete harbor news depended on by all tourists, shippers and business men.
Leads United States as city of homes, population 36% home owners.	Is outstandingly a "home-read" newspaper, circulation 96% home delivered.
Population over 900,000, increase in two years over 250,000.	Latest net paid circulation, Sunday, September 30, over 188,000; daily, October 1, over 128,000. Gain over corresponding dates two years ago; Sunday gain over 28,000; daily gain over 24,000.

Los Angeles City	Los Angeles Times
The principle of the open shop has made it the fastest-growing industrial city in the world.	Originated the open shop principle in Los Angeles and has advocated it consistently for 42 years.
Is the home of high-class workmen who come from everywhere to enjoy industrial freedom.	Stands for the interests of independent workmen and employers alike; seeks justice and fair play impartially to all.
Keenly interested in local history, people, places and events.	Prints the only local story and general interest magazine.
Leads West in literature, arts, drama, music.	Three Sunday sections devoted to literature, arts, book reviews, etc.
Center of America's scenic wonderland.	Southern California's only rotogravure picture section.
Year-around playground for children.	Prints eight-page tabloid newspaper for young folks.
Is metropolis nearest Mexico.	Prints daily condensed world news in Spanish.
Has cheap water, power, fuel and unsurpassed shipping facilities.	Was first proponent of Los Angeles' great aqueduct.
Most enthusiastic radio population in America.	First local newspaper to install radio on its roof—one of finest stations in the country.
Is fundamentally sound and conservative; four-fifths of its population being solid, patriotic American citizens.	Is opposed to sensationalism; devoted to constructive rather than destructive news; is alert, aggressive, fearless, firm, fair and outspoken.

In the face of murder, dynamite and the entire destruction of its plant, it was demonstrated that the good will and confidence of the Southern California public was an asset to the Los Angeles Times many times greater than its physical property.

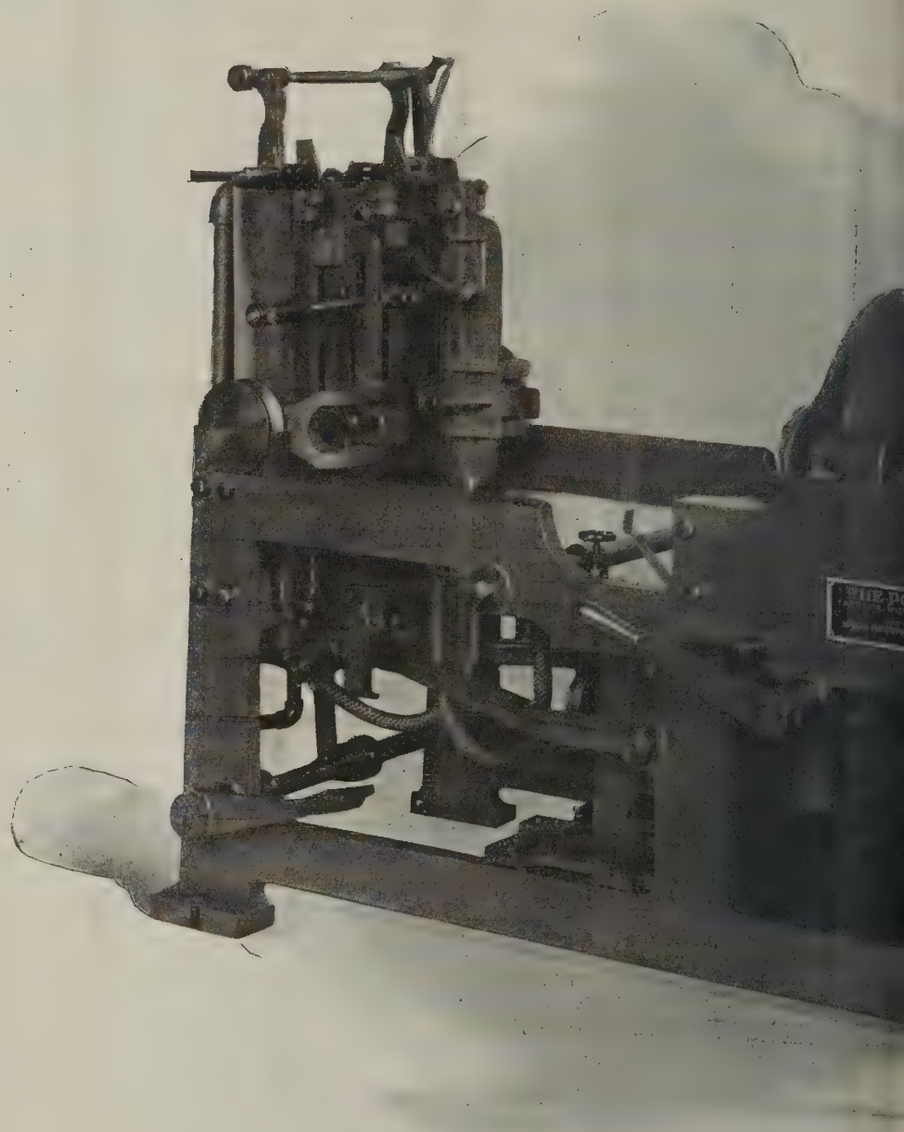
From such facts it will be seen that a newspaper is unlike a billboard, a circular or any ordinary manufactured product, but possesses that intangible element which in the individual is called a soul—a power which transcends mere matter, which exerts itself in proportion to its ideals and motives, and which communicates directly with the hearts of men.

PRESEN

PONY AUTOP

WITH

IT casts, shapes, shaves, trims, and cools the plate, delivering it dry, ready for press.



THE ONLY ONE MAN PLATEN
IT IS

For the first time in the one and two
ness, economy, accuracy of curvature and

The PONY AUTOPLATE MACHIN
easy terms of payment. If you make 1

WOOD NEWSPAPER M

501 Fifth Ave

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ATE MACHINE

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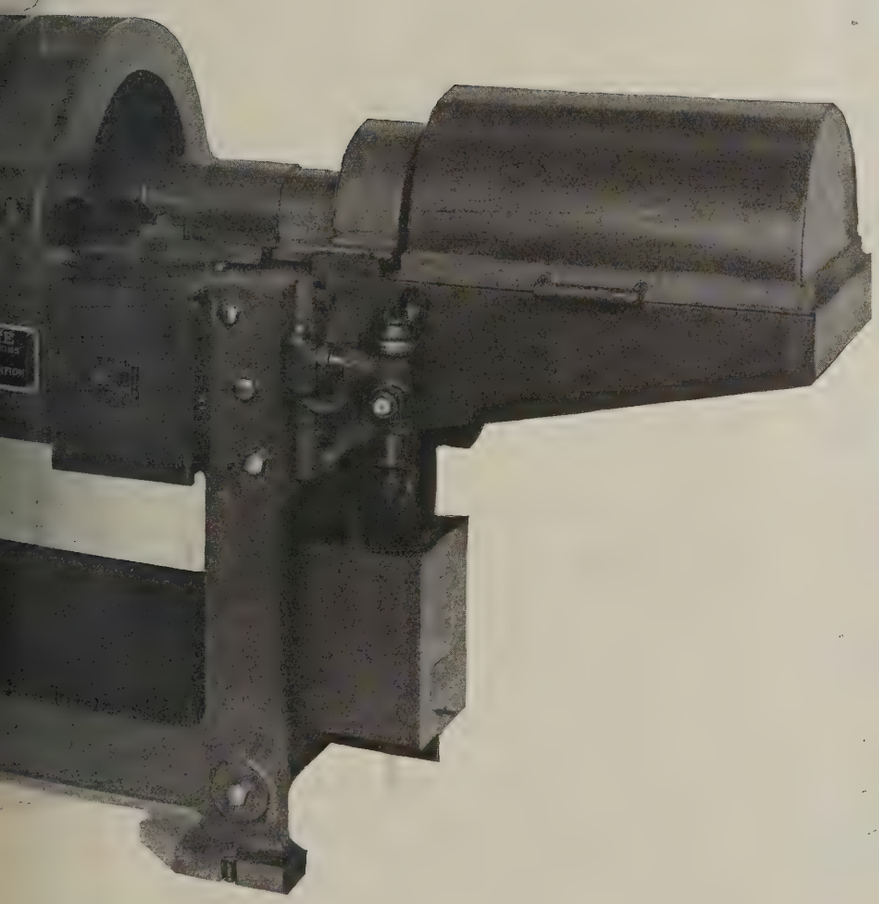


IT enables one man easily to turn out an extraordinary amount of work, in an incredibly short time.

KING MACHINE IN EXISTENCE
MANE

ss plant plates may be made with swiftness, and a perfect printing face.

ay be had at a moderate price, and upon tes, or more, send for our purchase plan.

HINERY CORPORATION
New York City

J. D. McHUGH DEAD

Chicago American Staff Man Covered Iroquois Fire

Joseph D. McHugh, one of the best known newspaper men in Chicago and a member of the Chicago Evening American staff, died early Monday morning, Oct. 1, in the University Hospital.

Mr. McHugh was stricken with peritonitis on Wednesday, Sept. 26. His illness became acute the following day, and Sunday, after delaying it in the vain hope that he would rally from his weakness, an emergency operation was performed.

Mr. McHugh was 36 years old. He was born in Chicago, Sept. 18, 1887, and entered newspaper work as a "copy boy" with the City Press Association when he was only 14. He advanced steadily from copy boy to reporter, from reporter to "re-write man," and seven years ago he became a writer on the Chicago Evening American staff. Since that time he has handled practically every big crime story that has occurred in Chicago.

Among the outstanding events of Mr. McHugh's career was the Iroquois Theater fire, which he "covered" as a reporter for the City News Press.

Mr. McHugh is survived by his widow, Mrs. Amy McHugh, four small children, and his mother. Four brothers and one sister also survive. "Joe" and "Buddie" McHugh are names synonymous with the American throughout official circles in Chicago. "Joe" worked as a writer on the staff of this paper; "Buddie" is its veteran police reporter.

Funeral services for Mr. McHugh were held Wednesday, Oct. 3, from his residence, 2313 North Spaulding avenue, with requiem high mass at 10 o'clock at St. Sylvester's Church. Burial was m Mount Carmel Cemetery.

Obituary

C. C. PUGH, aged 58, for many years prominent in Iowa newspaper circles and known for his syndicated column under the name "Craddock," died Sept. 25, at his home in Des Moines. He had been in the newspaper field 35 years, part of that time as a publisher of Dallas county newspapers.

Mrs. R. P. Igleheart, widow of William Igleheart, former well-known Salt Lake City newspaper publisher, and mother of W. T. Igleheart, present city editor of the Salt Lake City Tribune, is dead following an operation. Mrs. Igleheart was a literary woman of ability.

Judge Carl B. Clark, aged 43, once reporter on the Cleveland Leader, died at his home in Bidwell, O., Sept. 22. He was judge of the municipal court of Sandusky until he resigned on account of ill health two years ago.

Mrs. Isabelle Haskell, wife of H. J. Haskell, associate editor of the Kansas City (Mo.) Star, died Sept. 21 in that city. Mrs. Haskell was formerly Miss Isabelle Cummings, of Cedar Rapids, Ia.

Mrs. Marie Kueschardt, aged 64, owner of the Port Clinton (O.) Progressive Times, died at her home Sept. 25. Mrs. Kueschardt was the wife of Samuel Kueschardt, founder of the Progressive Times, who died two years ago. The paper was originally published in German, but at the time of the war it was changed to an English language publication.

Joseph V. Pauly, aged 58, business manager of the Hamburg (N. Y.) Independent, died after a long illness. He had been with the newspaper for many years.

Mrs. Estella Laws Mountfort, wife of Capt. Wade Mountfort, editor of the Cincinnati (O) Commercial-Tribune, and mother of Wade Mountfort, Jr., a Kansas City, Mo., newspaperman, died at a Kansas City hospital after a long illness. She had been in failing health for several years.

George Frame, aged 76, veteran newspaper man, died in Sacramento, Cal., Sept. 23, after a long illness. He was once feature writer on the Kansas City (Mo.) Star, the Portland (Ore.) Oregonian, and the Los Angeles (Cal.) papers.

Miss Inga Amelia Petterson, aged 26, for the past four years society editor of the Williston (N. D.) Herald, died recently of hemorrhage of the brain. Her death was sudden. She had been at her work as usual the day she was attacked.

J. J. Farriss, editor of the High Point (N. C.) News, a prominent newspaper man of North Carolina, died suddenly on the street in that city Sept. 27. He had edited papers in that city for more than 30 years.

John F. Hall, aged 78, blind Civil War veteran and prominent citizen of St. Mary's, W. Va., died recently at his home there. Mr. Hall established the Pleasants County (W. Va.) Observer, the first Democratic newspaper in that county. Later he founded the Pleasants County Oracle, which is still being published.

Dr. Sylvester Willcox, well-known South Dakota newspaper man, died last week at Eureka, Cal., from injuries received in an automobile accident.

George Tucker, aged 65, former member of the Legislature and an employe of the Clinton (Ia.) Advertiser, died recently.

Charles B. Marsh, aged 46, formerly political writer for the Kansas City Star, died recently.

Charles B. Stevens, aged 48, of the Penn Engraving Company, Scranton, Pa., died recently following an extended illness. Mr. Stevens was city editor of the Scranton (Pa.) Times until two years ago. He had also served on news staffs of Syracuse and Cincinnati newspapers. His wife and one daughter surive.

Joseph Martin Rogers, aged 84, father of Hopewell L. Rogers, assistant to the publisher of the Chicago Daily News, died Sept. 30 in the Henrotin Hospital, Chicago, as a result of injuries sustained in a fall down a flight of stairs.

Harry R. Bennett, aged 46, president of the Chicago Metal Manufacturing Company, died Oct. 27, at the Lexington Hotel, Chicago, after a four-day illness.

J. W. Bengough, aged 72, veteran Canadian cartoonist and poet, died at his home in Toronto, Oct. 2.

Edwin Gilbert Cooley, aged 66, former superintendent of Chicago's schools and a writer and publisher of many textbooks, died at the North Shore Health Resort after an illness of several months.

George L. Rhea, aged 53, veteran Texas newspaper editor and publisher, died last week at Dallas. of apoplexy. Mr. Rhea was editor and publisher of the first newspaper published at Granbury; he published the first newspaper at Stamford, and at various times published the Floresville Advertiser, Collin County News, McKinney, Seadrift Success, Graham Leader and the Young County News, Graham.

Stuart Garfield Mace, aged 42, for 14 years a newspaper photographer, principally on the Rocky Mountain News and Denver Times, died suddenly in Denver. He was a native of England, but had been a resident of this country 35 years. His widow and son, Stuart, Jr., survive.

D. Theodore Elmer, aged 70, for many years owner and editor of the Monroe (Mich.) Commercial, died suddenly of heart disease Sept. 22.

Edwin W. Gray, president and general manager of the Dubois (Pa.) Morning Courier, died Sept. 27, from an injury sustained in an automobile accident. Mr. Gray bought an interest in the Morning Courier, in 1884, obtaining full control of the publication four years later.

Mrs. Elizabeth Borst, aged 74, mother of George Borst, assistant secretary of the Albert Frank Agency, New York, died Sept. 25, at the home of her daughter, Mrs. H. G. Goericke in Brooklyn, N. Y.

Mrs. Lillian Beard Ware, aged 53, wife of C. Herbert Ware, assistant foreman of the composing room of the Watertown (N. Y.) Times, died Sunday, Sept. 30, after an illness of two days.

CAMDEN PAPER SOLD

Patterson Disposes of Post-Telegram to Searle Interests

For more than thirty years owned and published by Congressman F. F. Patterson, the Camden (N. J.) Post-Telegram changed hands Oct. 1, when it was purchased by the Camden Publishing Company, of which William A. Searle is president; Mrs. Ruby Searle, wife of the president, secretary and treasurer, and Herman S. Searle, father of the president, of Rochester, N. Y., is vice-president. In announcing the policy of the new management, Searle adopted the creed followed by President Harding, when he published the Marion Star. The paper will be independent in character, with Republican leaning when party policies and candidates merit support.

Searle has had newspaper experience in New York, Rochester, Buffalo, Boston and other cities, and for the past ten years had been engaged in Chamber of Commerce work, his last activities in this line being as secretary of the Camden Chamber. There are no changes in the personnel of the staff.

Circulation Structure

Ask the Publisher who has taken my service.

F. W. Woodward, Publisher of

TELEGRAPH-HERALD

Dubuque, Ia.

knows and will tell

Clifford Newdall

A.S.A.A. (London, Eng.) C.P.A. (Indiana)

ACCOUNTANT & AUDITOR

33 WEST 42ND STREET

NEW YORK CITY

Income Tax **System** **Auditing**

Because of their rapidly increasing number of New England clients, Dorrance, Sullivan & Company, announce the establishing October 1st, of their Boston Offices in the new Beacon Trust Building at 31 Milk Street (Telephone Congress 4139).

Supplementing a Boston service staff this office will have close contact with the New York Principals and Department Executives.

DORRANCE, SULLIVAN & COMPANY

Advertising

130 West 42nd Street, New York

31 Milk Street
BOSTON

332 So. Michigan Ave.
CHICAGO

Main at Colfax
SOUTH BEND

Are You Making Money?

Is your ledger balance on the right side of your books?

Does your plant seem to be doing a good business but somehow the profits don't seem in proportion to the time and effort you put into it?

Is there a leak in your cost system or something wrong about your equipment that you can't seem to overcome?

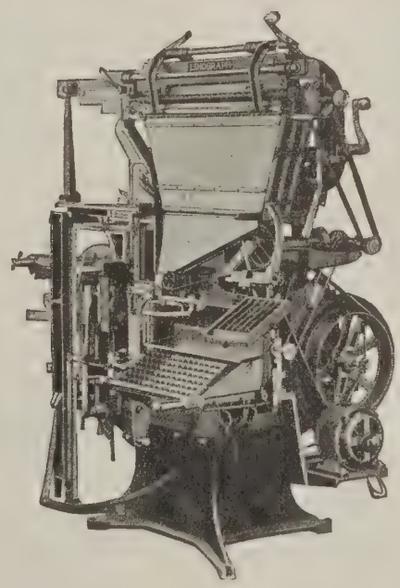
Is there a hole someplace that you cannot plug up?

Consider Your Composition Costs

It may be that you are handsetting jobs that your competitor, properly equipped, compels you to do at a certain price. He can do the work and make a reasonable profit while you must do it at cost or with a loss.

A Linograph will profitably handle all your composition from 6 to 36 point and even up to 60 point if desired. You can place it on your payroll and it will be the best "hired help" you ever had. The Linograph is always on the job ready to do the work of several men.

Ask our representative to call and explain its use in your plant, and which model is best suited for your particular work.



Model 3 LINOGRAPH

The Linograph Company

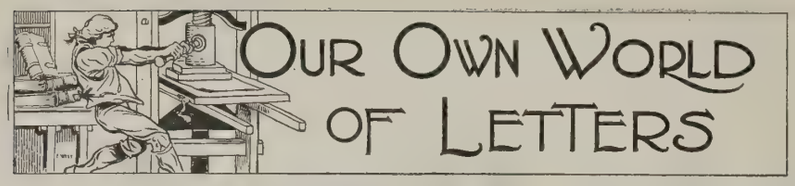
Davenport, Iowa, U. S. A.

WESTERN AGENCY: 429 Sacramento Street, San Francisco, California

European Agency
ET. PIERRE VERBEKE
Brussels, Belgium

Australia, South Africa, China
PARSONS & WHITTEMORE
New York City

South America
AULT & WIBORG
Cincinnati, Ohio



By JAMES MELVIN LEE

NEWSPAPER MANUALS do not list house organs. Only those who have made special study of employees magazines and their immediate relatives have any conception of the tremendous increase in this type of journalism.

A leader among house organs is unquestionably the Burroughs Clearing House, with a circulation of over 50,000. The September issue contains a chat, "Concerning Copy, Policy, and Mediums," by T. D. MacGregor. The author quotes A. M. De Bebian, manager of the advertising department of the Equitable Trust Company of New York, as follows:

"Advertisements will always appeal to some and annoy others, and the advertising man who is too thin-skinned to shed criticism should seek the obscure corner of some routine department, rather than seek the spotlight of publicity."

Such an assertion points out the great difficulty in testing copy in an advertising laboratory.

Mr. De Bebian gives the following rules regarding copy:

(1) Believe wholesouledly in what you have to say.
(2) Say it simply and earnestly.
(3) Be sure that the words you select convey the meaning that is in your own mind.
(4) Present the message attractively and in an unusual way, without resorting to buffoonery.
(5) Keep talking to them everlastingly.
(6) Seek new and appealing angles of your subject.

His comment about advertising solicition is:

"Space salesmen should not be allowed to exert their influence in the selection of mediums. They should be used only to obtain a presentation of the facts regarding their respective publications. You and your associates should make the ultimate selection of mediums."

* * *

IN A RECENT ISSUE of The Nation, its editor, Oswald Garrison Villard, prints a sketch of journalism in Washington—as he sees it. He does not believe that a great paper like the London Times is possible at the American capital.

* * *

IF Boards of Education and others who furnish the press with news about the public schools would read "Public School Publicity," by Harlan C. Hines, formerly of the University of Washington, now of the University of Cincinnati, and R. G. Jones, Superintendent of Schools, Cleveland (Macmillan Company), the public would be better informed, and the copy desk would find less use for the blue pencil on material submitted for publication. Editors ought to bring this book to the attention of every educational administrator.

* * *

WALLACE SMITH, well known among Chicago newspaper men, has completed his first book, "The Little Tigress," tales out of the dust of Mexico. Mr. Smith, formerly of the staffs of the Chicago Tribune and the Chicago Evening American, went into Mexico with General Pershing while a correspondent for the latter newspaper.

Of the new book, Harry Hansen, literary editor of the Chicago Daily News, wrote:

"Out of the dust of Mexico come these strange tales; pathetic tales, swaggering, blustering tales, romantic tales, tales of blood and battle and the crying of a coyote, the fragrance of jasmine. Wallace Smith has put them into a book, together with illustrations that speak, and snarl, and whine and plead.

"Wallace Smith has told them with a swagger, with a flourish, tossing them out with a wide gesture of the hand, throwing his serape over his shoulder in a careless fashion. These tales are near his heart; love of his subject is written all over them.

"This is a new Wallace Smith, a man who glories in the Mexico he has known. In this, his first book, Wallace Smith discloses a rich and vigorous talent, a nature highly emotional, and an eye for color and melodrama that gives promise of a new romantic influence in our sordid world."

* * *

FOR years, the only book which dealt in a practical way with the editing and making of trade papers was "Industrial Journalism." This book contained the lectures delivered at New York University in a forum conducted under the auspices of the New York Trade Press Association and the Department of Journalism at New York University.

The first lecture in the forum, given by Charles T. Root, president of the Root Newspaper Association, traced briefly the history and development of industrial journalism. The second lecture, given by E. A. Simmons, at that time president of the Simmons-Boardman Publishing Company, outlined the business press opportunities. In the third lecture, James H. McGraw, president of the McGraw Publishing Company, gave the reasons for trade and technical papers.

Mr. McGraw's lecture was followed by H. M. Swetland, president of the United Publishers' Corporation who gave a lecture which emphasized the special service of the class paper to an industry. Mr. Swetland, in turn, was followed by the late John A. Hill, then president of the Hill Publishing Company, who, in the fifth lecture, dealt with the technical paper and the manufacturer. In the sixth lecture, W. Hetherington Taylor, president of the David Williams Company, described the news service of the trade and technical press

W. H. Ukers, president of the New York Trade Press Association and editor and publisher of the Tea and Coffee Trade Journal, in the seventh lecture, told of the standards of practice of the business press. The last lecture in the forum was by John Clyde Oswald, editor of the American Printer and president of the Federation of Trade Press Associations in the United States, on the making of a trade paper.

Excellent as were these addresses, which the New York Trade Press Association believed to be worth preserving in book form, they did not cover with unity and coherence all the problems connected with the editing and making of industrial papers.

The need for a book in this field is now met by "Industrial Publishing" (U. P. C. Book Company). The author is H. M. Swetland, who was instrumental in promoting the forum at New York University, and who is now chairman of the National Committee of the New York Business Publishers' Association, in addition to being president of the United Publishers' Corporation.

The first chapter of his book not only traces the origin and development of the industrial publication but also discusses the ethics of business publishing. Chapter II deals with the internal organization of the various departments in a clear and succinct manner. Especially complete in subject matter, are Chapters III and IV, which deal primarily with editorial problems. Chapter V, dealing as it does, with the writing of copy, is full of help for the copy desk, regardless of the plant in which the desk is located.

Chapter VI is devoted to the typography and presswork. Chapter VII limits itself to the marketing problems just as Chapter VIII, IX, and X take up advertising problems. Chapters XI and XII are devoted to a discussion of matters relating to management. Possibly in this phase of industrial publishing the need has been greatest for authoritative information. In past years, men and material have been the subjects of discussion at trade press associations. Unquestionably, today the most important topic is that of management. Of the three "m's," material, men, and management, many would say that the greatest of these is management.

While the book keeps strictly to its text of industrial publishing, it has much of practical value for publishers and editors in other fields.

Though the volume is unquestionably a labor of love on the part of Mr. Swetland, it ought to have an extensive sale. It should hold its field for many years to come, even though new developments in editorial and business policies may be expected from time to time, for it is based on principles which are neither subject to change nor liable to decay.

The following ten rules for interviewing might well be posted in the news room of every newspaper:

1. Make a definite appointment with the man to be interviewed, and keep it to the minute.
2. Learn as much as possible about the man to be interviewed before you approach him. Consult Who's Who, "The Morgue" and other directories that may be available.
3. Know the subject of the interview. The best interviewer is one with whom the interviewed can talk on something like equal terms, and not find it necessary to go into too much explanatory detail.
4. Do not expect the interviewed to volunteer information or to take the lead in conducting the interview; that is your job.
5. Frame in advance some pertinent questions that get at the heart of the subject.
6. Do only as much talking as is necessary to keep your subject talking.
7. Keep some leading questions in reserve with which to bring the interview back to its subject matter, if the interviewed becomes vague in his discussion.
8. Observe the courtesies of your position. Don't argue, don't contradict, don't insist. Discuss the points that require some comment in order to bring out their meaning, or to bring up the other side of the question, or to keep the interview moving.
9. If the information quoted is of an important character, or involves many statistical references, figures, mathematical formulae, or other exact statements requiring careful checking up, it is generally best to submit the interview for approval before printing it.
10. Do not let the interview drag. Bring it to a close while the matter still holds interest.

Long Beach (Cal.) News Sold

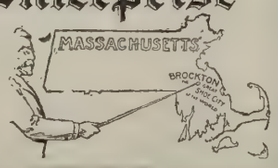
Miss Belle McCord and S. S. Conklin have purchased the Long Beach (Cal.) Daily News from F. W. Kellogg. Miss Roberts, also owner of the Long Beach Telegram, will merge the papers. The paper will be known as The Telegram and Daily News.

Population 69,000 Trading Center for 150,000
Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial Rates
6½ cts. per Line 91 cts. per Inch
Afternoon Paper, Sells for 2 cents
Averages nearly 2 pages of want advertisements



The Ludlow
Preferred by Waverly Democrat

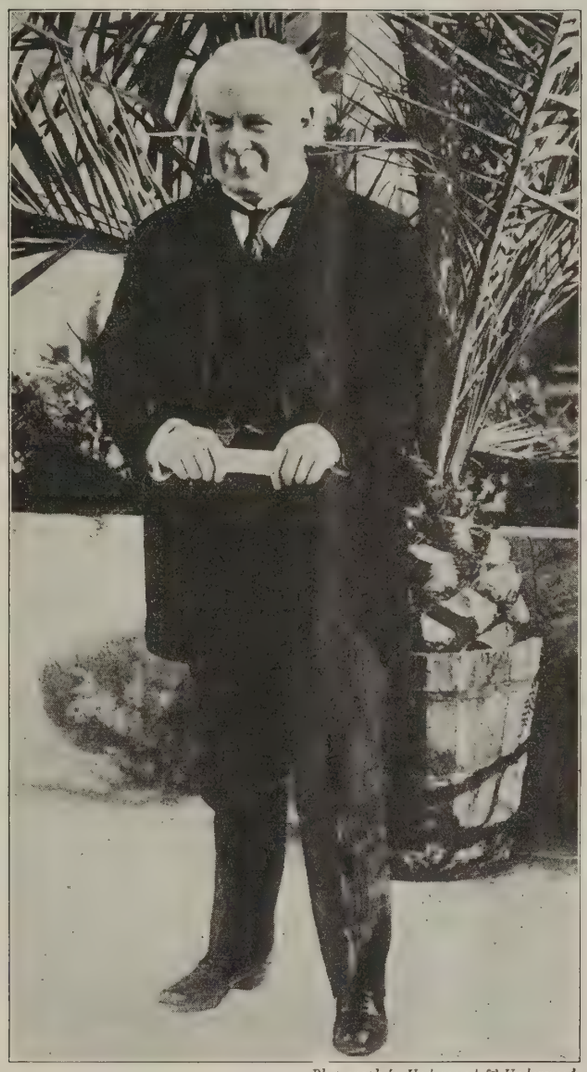
"WE installed this machine in July, 1919 and believe it is the best money we have ever spent," says the Waverly (Iowa) Democrat. "It gives new type and a clean cut face for every job and ad. Our equipment consists of one machine, two cabinets and 31 faces of type.

"One thing to be said in favor of the Ludlow is that it reduces the overhead, because it places the cost of distribution where it belongs, namely, on the job, as each line is distributed as soon as it has been cast.

"It is also a time saver for the simple reason that it makes no difference how many display lines one has to set, you always have plenty of sorts and plenty of spacing material on hand. You also save the time that is necessary to thin-space type and justify so it will lift. On the Ludlow the justifying is done by a small thumb screw on the end of the stick.

"The only expense we have ever had on the machine during the four years it has been in operation could be covered with a two-dollar bill."

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City



Photograph by Underwood & Underwood

WHILE the attendance of the Hon. David Lloyd George will be a notable feature of the dinner to be given in connection with the Tenth Annual Convention of the Audit Bureau of Circulations, October 17th and 18th:—

And while Lloyd George desires to meet and greet the publishers of the United States and Canada on this occasion:—

Nevertheless, it is the business meetings of the Tenth Annual Convention of the A. B. C. which should demand the most serious attention of publishers.

During the two days devoted to consideration of problems relating to publishing and advertising there will be a number of decisions reached affecting the property rights of all publishers.

For this reason every publisher-member of the Audit Bureau of Circulations should arrange now to be in Chicago during the week of October 15th to 20th.

STANLEY CLAGUE, *Managing Director,* AUDIT BUREAU OF CIRCULATIONS

N. Y. PAPERS AGAIN NORMAL AS PRESS STRIKE ENDS

(*Continued from page 7*)

and the decision was accepted, but from the beginning of its operation March 1, 1921, there has been a continual series of interference, annoyance and unrest, and at nearly all times inefficient performance of work. Every word and syllable in the award was most technically construed until the publishers considered it wise to make some concessions.

The particular objection the union made to the award was fixing eight hours as a night's work with a lunch period at the expense of the men; also the decision that the number of men required for the operation of a press should be left to the judgment of the employer, on the principle that he was the better judge of what was necessary to have a press efficiently and safely run.

After the award the publishers took off one man from each press; even then the presses were manned by a larger number of men to each press in union offices in other cities, probably with one single exception.

Taking advantage of the fact that the award required the men to have a half-hour lunch period any time not before three hours' work or later than five hours' work, the union insisted on the presses stopping for the lunch period; objecting to individuals being given lunch time, but insisting that the whole press crew cease operation at some fixed time. Thus the lunch period in an office such as The Times came at a time of greatest activity in the office and at a time of the greatest necessity for the presses being in operation.

This matter, however, with respect to the Times office, which was more directly affected than any other newspaper, was finally composed by an agreement that the Times should pay $1 a day bonus to the men for operation during the lunch period, but upon condition that it should only continue until an enlarged equipment could be put into operation, and that it should not be taken as a precedent for any other newspaper office that was not in the predicament of the Times.

No sooner was this arrangement put into operation than members of the union in other offices demanded that they also be given the bonus.

This and various other controversies arose over the Manton Award, and in nearly every office there were agitation, dispute and trouble.

The Manton Award agreement terminated Sept. 1. Since last June negotiations have been going on between the Publishers' Association and representatives of the local union for a new agreement. Very little progress was being made until the international officers were appealed to by the local union to come to New York and endeavor to compose the differences.

The local union in August unanimously passed a resolution to leave the matter of the new agreement in the hands of the international officers, with instructions to endeavor to arrive at an understanding through conciliation; failing in that, they were to decide whether the questions at issue should be submitted to arbitration. By Sept. 1 the international officers and the publishers' committee had not fully concluded an agreement, and at a meeting of the local union Aug. 31, after a motion to strike was defeated, the time for an agreement was extended ten days.

The international officers, together with representatives of the local union, thereupon hastened the negotiations and finally came to an agreement with respect to the hours of work and the scale of wages, but had not finally settled the question of the number of men to a press, when the regular monthly meeting of the union was held Sept. 17. Without any notice to the membership that so important a matter as a strike was to be considered, the meeting, with only between 300 and 400 members in attendance of the 2,800 members—one-half of those in attendance being juniors or boys—when informed of the progress of the negotiations at once protested against the agreement to which their own officers and the international officers were parties, and in a moment of excitement a motion to strike was made, and in violation of the laws of the local as well as the international union a vote was taken viva voce—that is, by asking all in favor to raise their right hands—when the laws require a secret ballot.

The presiding officer declared the motion carried unanimously, and at 12:30 A. M., while the presses were fully manned and in operation in every morning newspaper office in the city, with none of the men at work having participated in the meeting or having any knowledge of the question of a strike coming up for decision, they were by their local officers ordered to walk out and abandon the presses at a time when it was impossible to man them by others.

This action was taken without consultation with or knowledge of the international officers or of the management of the newspapers or of 75 per cent. of the membership, resulting in the complete destruction of the issues of the newspapers of that date, involving a financial loss to the publishers that one morning of not less than $250,000 that cannot be recovered.

The international officers, advised of the action of the local union, declared the proceeding unauthorized and illegal and demanded that the men go back to work.

The local union officers ordered disobedience of the orders of the international officers; thereupon the international officers informed the newspaper publishers that it was their wish to maintain relations with the publishers; that they were prepared to enter into negotiations for a contract by which they would guarantee the operation of the presses by union men; that they would accept temporarily so much of the proposed new scale as had been agreed upon, and that the whole question in controversy, if it could not be composed by conciliation, be submitted to a board of arbitration.

The publishers thereupon entered into an agreement with the international officers, who revoked the charter of the local union, took possession of its property, establishing in each office a steward, and located a city office of the international union to deal with the newspapers pending the granting of a new charter and the organization of a new local union.

Warning was given to all employes that they should immediately return to work or their places would be filled by such men as might be found available, first preference being given to those acceptable holding cards of the local union, and all other vacancies the publishers were authorized to fill in any way they found possible; and union cards would be issued to any man entering their service with the guarantee that if he was of good character and eligible he would be guaranteed membership in the union.

That statement covered developments up to September 25, when the pressmen began to feel en masse that their cause was hopeless. Committees of former employees attempted direct negotiations with the publishers in an attempt to save their jobs and their local union, but were referred to their international officers. Terms were dictated by the latter and accepted by the committee for reference to the men at a meeting September 28. By a vote of 1,400 to 100, the pressmen voted to return to their posts and accepted the following conditions:

"I. That the membership immediately apply for reinstatement in the International Printing Pressmen and Assistants' Union of North America and as soon thereafter as possible report for work at their former place of employment.

"2. That our membership indorses and accepts the provisions of the international contract as executed between the International Printing Pressmen and Assistants' Union of North America and the Publishers' Association of New York City, and that in the acceptance of same we give such guaranty as may be necessary in the fulfillment of all of the provisions of the agreement, copies of which have already been placed in the hands of the entire membership."

NEW TYPE DRESS DOES NOT CHANGE WAGES

Chicago Post's Change from 7 Point to 6 Point Did Not Upset Scale or Working Conditions, Local Board Holds

A clear cut decision that a change in size of body type by a newspaper is not a change in wages and working conditions provided in a union contract has just been reached by a Chicago local board in a case involving the Chicago Evening Post.

The decision is a victory for the publisher in an issue of high importance, promising to strengthen precedents or the same question throughout the newspaper field. The local board of Chicago Typographical Union No. 16 immediately announced an appeal to the International Board of Arbitration, as was expected.

Eighteen months ago the Evening Post changed its type from nonpareil to minion, giving rise to the controversy. The existing contract with the local union provided that all type set by bonus linotype operators was to be measured on the square of the em quad of the body type, irrespective of its face. The union objected that it was a change which could be made only upon adjustment of the wage scale.

Thirteen operators walked out, and the management submitted the contention to arbitration. The parties agreed that the type was to be measured both as minion and as nonpareil, and two pay checks were to be issued for all work: one on the basis of minion measurement and a second representing the difference between that and the wage for setting in nonpareil.

Money paid out in checks of the second class was to be held by the union under that arrangement, to be paid either or be handed over either to publisher or operators as the decision might direct.

LOCKOUT CHARGED AS CROWELL'S BAN UNIONS

Printers Quit When Springfield, O., Plant and Allied Company Declare Open Shop—Newspapers Not Affected

Establishment of the open shop at the Springfield, O., plant of the Crowell Publishing Co., publishers of the American, Woman's Home Companion, Farm and Fireside, and other magazines, was officially announced Oct. 1, as forecast in EDITOR & PUBLISHER last week. In addition to the Crowell plant, that of the Ralph Printing Company in Springfield which does considerable job work for the Crowell Co., also became open shop. Approximately twenty union printers refused to go to work at the Crowell plant, but their places were immediately filled.

When the union printers reported for work, Monday morning, they found a notice on the time card saying that the shops had been changed to open shop. None of their cards were in the time rack. After reading the notice, the union men went to labor headquarters for a meeting. A few, it was said, remained at work under the new plan. The printers claimed that the company had established a lockout, but this was denied by John E. Miller, vice president of the company.

Under the open shop, Crowell employes will work 8 hours and 40 minutes a day and one half day on Saturdays on a basis of $45 a week, it was said, although the amount of the wage could not be verified from Mr. Miller, who said the men would "receive what they are worth." Union printers declared that the company was temporarily paying from $5 to $15 higher than the union scale.

So far as the newspapers are concerned, it is said there is little likelihood of the move affecting them.

The union printers met Monday night and adapted a resolution declaring the Crowell Company had declared a lockout, appointed a lock-out committee and took steps looking toward payment of benefits to those who are out. Two of the union printers refused to quit work and as the result were fined $500 each by the local and expelled from the international union.

This action by the union men brought a statement from Mr. Miller on the part of the company, reiterating a denial that the company had locked out the union men, and saying that they were welcome to work in the plant under the same conditions as the other employees who are now working.

The union men charge that the Crowell plant failed to carry out an arbitration provision in the union's contract, and also cited an editorial which appeared in an issue of Collier's some weeks ago advocating arbitration of labor disputes. Collier's is one of the Crowell publications.

TWO WEEKS OF DISASTER

FROM Louis Wiley, business manager of the New York Times, the following figures were obtained, showing a record of the business lost by that paper as a result of the recent pressmen's strike. The paper's advertising for September, 1923, before the strike, was in excess of the same period in 1922, so the actual loss exceeds these figures, he declares.

	Circulation		Advertising		Pages	
	1923	1922	1923	1922	1923	1922
Tuesday, Sept. 18...	000,000	336,014	.....	$29,049.69	00	40
Wednesday	80,570	339,006	$3,685.49	33,125.15	8	44
Thursday	280,006*	345,947	5,719.41	29,628.84	8	40
Friday	351,494	342,255	4,170.94	24,136.11	8	36
Saturday	342,521	295,075*	4,390.06	20,844.66	8	30
Sunday	375,291	504,039	27,846.85	123,896 66	32	144
Monday	349,852	344,098	4,440.39	24,684.19	8	32
Tuesday	328,194	347,814	10,770.27	30,042.94	16	44
Wednesday	325,186	351,071	9,952.34	29,200.60	16	40
Thursday	342,778	356,889	10,853.24	34,794.94	16	44
Friday	344,969	355,241	12,762.43	29,946.05	16	40
Saturday	339,059	340,583	11,897.46	30,446.52	16	28
Sunday	547,900	538,191	65,278.61	132,437.65	52	152
Monday	347,500	294,150*	11,086.42	30,875.71	16	36
Tuesday, Oct. 2.....	347,500	358,676**	9,777.86	39,742.80	16	48
			$192,631.77	$642,852 51	236	798

* Jewish holidays.
** Kaiser memoirs.

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE
30 East 42nd St., New York City, N. Y.

Chicago
620-621 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

THE NEW ENGLAND MARKET

If you are planning to conduct a nation-wide advertising campaign—start with New England

Here you have six busy states, so closely associated in business and social life, that the characteristics of all the people are practically alike—the same desires, the same average wealth and the same purchasing tendencies.

This group of states in which nearly seven and a half million people live, constitutes a market the winning of which means for any manufacturer a major commercial achievement—a selling victory of far reaching value.

The compact population centered for the most part in large cities—is busy the year round.

The advertiser who launches a carefully constructive campaign will find greater sales within communities so close together that a single systematic sales campaign will cover one of the most wealthy trading areas in the United States—forty per cent of the country's savings is concentrated in these New England States.

The purchasing power of this field can be swayed by early newspaper advertising. These New England Daily Newspapers furnish the natural and complete means of communication. They are universally real and the newspapers listed on this page will give prestige with dealer and consumer.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,189	.0275	.0175
†Boston Sunday Advertiser....(S)	481,029	.70	.70
*Boston Globe .....(M&E)	280,605	.45	.45
*Boston Globe .....(S)	328,511	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
†Boston Transcript .....(E)	38,236	.20	.20
*Fall River Herald .....(E)	14,206	.045	.045
*Fitchburg Sentinel .....(E)	10,739	.055	.045
†Greenfield Recorder .....(E)	3,350	.0175	.0175
*Haverhill Gazette .....(E)	15,916	.055	.04
*Lynn Item .....(E)	16,643	.06	.04
Lynn Telegram News.....(E&S)	16,886	.05	.05
Lowell Courier-Citizen and Evening Leader .....(M&E)	21,348	.06	.06
*New Bedford Standard-Mercury (M&E)	32,349	.08	.08
*New Bedford Sunday Standard (S)	26,087	.08	.08
†North Adams Transcript.....(E)	9,334	.0375	.03
*Salem News .....(E)	20,546	.09	.07
Taunton Gazette .....(E)	8,263	.04	.03
*Worcester Telegram-Gazette (M&E)	78,052	.24	.21
*Worcester Sunday Telegram..(S)	44,470	.18	.15

MAINE—Population, 768,014

†Bangor Daily Commercial....(E)	15,080	.05	.04
*Portland Press Herald....(M&S)	27,993	.07	.07
*Portland Express .....(E)	27,639	.10	.07
*Portland Telegram .....(S)	28,059	.10	.07
†Waterville Sentinel .....(M)	5,921	.035	.025

NEW HAMPSHIRE—Population, 443,683

†Keene Sentinel .....(E)	3,384	.03	.024

RHODE ISLAND—Population, 604,397

	Circulation	2,500 lines	10,000 lines
†Newport Daily News .....(E)	6,126	.0336	.0293
†Pawtucket Times .....(E)	24,418	.07	.06
†Providence Bulletin .....(E)	61,238	.15	(A).215
†Providence Journal .....(M)	32,086	.09	(A).215
†Providence Journal .....(S)	57,436	.14	.14
†Providence Tribune .....(E)	22,318	.10	.09
*Westerly Sun .....(E&S)	4,805	.025	.025
*Woonsocket Call .....(E)	13,306	.04	.04

(A) Combination rate Daily Journal and Eve. Bulletin.

VERMONT—Population, 352,428

*Barre Times .....(E)	6,619	.03	.025
†Bennington Banner .....(E)	3,037	.0125	.0125
Burlington Daily News .....(E)	7,183	.04	.04
*Burlington Free Press.....(M)	11,970	.05	.05
*Rutland Herald .....(M)	10,181	.04	.04
†St. Johnsbury Caledonian-Record (E)	3,573	.0214	.015

CONNECTICUT—Population, 1,380,631

†Bridgeport Post-Telegram (E&M)	45,201	.14	.14
†Bridgeport Post .....(S)	19,926	.09	.09
Hartford Courant .....(D)	29,780	.08	.07
Hartford Courant .....(S)	48,600	.10	.09
†Hartford Times .....(E)	45,532	.12	.12
*Meriden Record .....(M)	7,160	.045	.025
†Middletown Press .....(E)	7,787	.03	.025
†New Haven Register.....(E&S)	35,514	.10	.09
*New London Day.....(E)	10,810	.06	.045
†Norwich Bulletin .....(M)	11,823	.07	.05
Norwalk Hour .....(E)	4,953	.03	.03
*Stamford Advocate .....(E)	8,508	.0375	.03

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

The Great State of

INDIANA

Is in the Middle of the Great "Corn Belt"

Indiana's buying power is growing rapidly. This is the greatest cash market in the world. The value of all crops is in excess of $500,000,000 with corn leading—producing 169,848,000 bushels; about 5 per cent of the national crop.

Wheat is another of America's great farm products and Indiana is located in the center of the "Belt of Heavy Production." The average wheat crop is about 50,000,000 bushels.

Indiana has a total area of 23,068,800 acres. Of this 21,299,823 acres are in farm lands divided among 205,126 individual farms with the value placed at $3,042,311,000, an increase of over 68% over previous census.

Dairying is only one of the great number of wealth producing industries which keep Indiana people so well supplied with money to buy merchandise.

This state, eleventh in point of population, presents opportunities for successful advertising of everything from toilet soap to farm tractors.

Use this list of Indiana Daily newspapers. They can help you.

		Circulation	Rate for 5,000 lines
†Decatur Democrat	(E)	3,144	.025
*Evansville Courier	(M)	26,325	.06
*Evansville Courier	(S)	23,504	.06
*Fort Wayne Journal-Gazette	(M)	26,279	.07
*Fort Wayne Journal-Gazette	(S)	31,008	.07
*Fort Wayne News-Sentinel	(E)	38,328	.09
*Gary Evening Post-Tribune	(E)	10,409	.05
*Indianapolis News	(E)	127,361	.23
*Lafayette Journal & Courier	(M) 7,076 (E) 12,208	19,284	.05
†La Porte Herald	(E)	4,106	.025
†Newcastle Courier	(E)	4,338	.025
†South Bend News-Times	(M) 10,342 (E) 11,263	21,605	.06
*South Bend News-Times	(S)	20,174	.06
†South Bend Tribune	(S) 18,909 (E)	19,368	.055
*Terre Haute Tribune	(E&S)	24,442	.06

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

ZERBEYS ENTERTAINED AND PRAISED

Pottsville and Atlantic City Join in Honoring Pennsylvania Father and Son in Two-Day Celebration

(*By Telegraph to* Editor & Publisher)

Pottsville, Pa., Oct. 4.—J. H. Zerbey, editor of the Republican, and J. H. Zerbey, Jr., of the Morning Paper, were given a testimonial dinner on Wednesday by 150 fellow citizens in recognition of their work in constantly and unselfishly boosting the community.

The banquet was suggested to Pottsville citizens by Atlantic City newspaper men who saw the boosting of Pottsville which was given through the participation in the Atlantic City pageant, at which the "Miss Pottsville" movement won several prizes.

The banquet was attended by Mayor E. L. Bader and over a score of other Atlatic City officials and pageant directors, including Capt. H. E. Smither, publisher, and A. C. Finney, circulation manager, of the Atlantic City Gazette-Review. One of the surprises of the evening was the singing of Miss Nan Keating, of the circulation department of the Atlantic City Gazette-Review. Odell Hauser, editor-in-chief of the Norristown Times-Herald, relieved the Zerbeys and their reportorial staffs of the embarrassment of reporting the dinner by volunteering his services.

Mr. Zerbey was presented with a properly inscribed cane and the "Junior" was given a gold fountain pen and pencil.

On Thursday the guests were given a trip through an anthracite coal mine.

FRANKLIN SOCIETY ORGANIZED

National Memorial to Statesman Is New Body's Aim

With John Clyde Oswald, publisher of the American Printer, as president, the International Benjamin Franklin Society was formally organized Oct. 2, at a meeting held at the Waldorf hotel, New York City. The society plans to advocate a national memorial to Franklin in Washington, similar to the Lincoln memorial there; the placing of his bust in the Hall of Fame; the refurbishing of present statues to him, and increasing the knowledge of his work in other countries. The officers are: Mr. Oswald, president; Charles O'Connor Hennessey, first vice-president; Albert Firmin, second vice-president; F. N. Feiker, third vice-president; John A. Goodall, secretary; J. Robert Stout, treasurer; J. Henry Smythe, publisher. Directors include Ernest F. Eilert, A. L. Lewis, of Toronto; William S. Mason, of Evanston, Ill.; Alfred E. Ommen, George B. Gallup, H. H. Charles, George H. Ellis, of Boston; William R. Wright, of Philadelphia; Franklin Bache Huntington, J. F. Kalkhoff, William Guggenheim and Allen Collier.

No Successor to Malton

So far as can be learned there is no immediate intention on the part of the Toronto Globe directorate to fill the position of business manager, just vacated by the resignation of A. E. Malton. W. G. Jaffray, president of the Globe Printing Company, will probably give more attention to details of management. On leaving Mr. Malton was made the recipient of a handsome present and most appreciative references were made to the value of his services by the president and several members of the staff. Mr. Malton has not yet decided definitely on his future movements.

Brisbane "Copy" for N. Y. Central

There's a peculiar magic in the name of Arthur Brisbane. When this famous editor left for California a few weeks ago he insured the continuity of his "Today" column in the Hearst and other newspapers, by writing it on the train as he would in his own editorial sanctum at the New York Journal, and by way of introduction he said in his text "This is written on the road from New York to California via the Twentieth Century." Thomas F. Logan, Inc., New York City, the advertising concern handling the display account of the New York Central railway, estimating Mr. Brisbane as a figure of national importance and representative of the class of business and professional men who patronize this train de luxe, moulded Mr. Brisbane's announcement into an unusually attractive and convincing piece of copy, 175 lines in three columns, under the caption "Editing a Newspaper on the Century," which has just been released for a schedule of metropolitan newspapers with an aggregate circulation of more than six million copies.

Store Buys 12-Page Ad

Stoehr & Fister, a Scranton (Pa.) department store, purchased a 12-page rotogravure advertisement in the Scranton Republican in connection with the opening of their new store, Sept. 29, paying for one day in the neighborhood of $10,000. The section bought by the department store went out with the regular edition of the Republican. Details of copy making and arrangements were carried out by Earl R. Towsberry, advertising manager of Stoehr & Fister. The edition was originally proposed, and much of the preliminary work was done by W. J. Pattison, general manager, and T. J. Duffy, advertising manager of the Republican. The rotogravure printing was done by the Public Ledger Company of Philadelphia.

Winnipeg Club Seeks Quarters

With a membership of about 70 the Winnipeg Press Club has entered upon its third year. A movement is now on foot to secure permanent quarters. J. F. B. Livesay of Toronto was elected honorary president. Mr. Livesay is now general manager of the Canadian Press. D. B. MacRae, Manitoba Free Press, was elected president and W. L. MacTavish, Winnipeg Tribune, vice-president. Frank H. Williams is secretary, and G. C. Yates treasurer. The executive committee consists of the above and, in addition, Col. G. C. Porter, C. V. Combe, A. E. Boyle, H. C. Howard, Major Harold Moore, and V. M. Kipp, past president. On Oct. 8 the Club is to entertain at dinner the officers, directors, and western members of the Canadian Press, meeting in Winnipeg on that date.

Want Minister's Ad Formula

A reference in Editor & Publisher to results he received from advertising during the last year has increased the private mail of Dr. J. C. Harrison, pastor of the Garden Street Methodist Episcopal Church, Bellingham, Wash. This reference quoted Dr. Harrison as saying that $100 invested by the church in local newspaper advertising had resulted in collections totaling $1,700. One letter came from the Cleveland Press, which asked Dr. Harrison to furnish some experiences with newspaper advertising. Another letter of inquiry was from the General Assembly of the Presbyterian Church at Philadelphia.

Klan Threatens Editors

A warning signed by "Ku Klux Klan" ordering them to cease writing alleged "slanderous" articles against the klan under penalty of being told to get out of town was received the latter part of last week by C. J. Reiter, editor, and J. T. Deatty, news editor of the Rochester (Minn.) Daily Bulletin.

Will Dine Swiss Editors

The Swiss colony of Montreal will extend an invitation to Swiss newspaper editors now touring Canada as the guests of the Canadian Pacific Railway, to be their guests at dinner. They will have a day in Montreal and one in Quebec before sailing for home October 13.

PENNSYLVANIA

The Keystone State Is the Key State For National Advertisers

National Advertisers who would open up new trade contracts or increase the volume of trade already established will find Pennsylvania a state well worth careful consideration.

The chief implement of construction in any line of business is the *newspaper*. To advertise in Pennsylvania newspapers is to construct business. To construct business is the definite aim of every National Advertiser and Manufacturer.

Pennsylvania newspapers rank very high, not only journalistically but as "pullers" for advertisers. The listed dailies are the leaders that get into the homes of the buying public every day.

The demand for merchandise throughout Pennsylvania is persistent. Goods sell easily and every favorable advantage may be found in this tremendously productive territory. National Advertisers giving intensive attention to Pennsylvania make wonderful progress. Persistent newspaper advertising promotes and maintains business supremacy.

These listed dailies will give you leadership.

		Circulation	2,500 lines	10,000 lines
†Allentown Call	(M)	29,273	.09	.09
†Allentown Call	(S)	16,749	.09	.09
†Bloomsburg Press	(M)	6,750	.029	.029
*Chester Times & Republican	(M&E)	14,824	.05	.05
†Coatesville Record	(E)	5,369	.0214	.0214
†Connellsville Courier	(E)	6,247	.0179	.0179
†Easton Express	(E)	20,017	.07	.07
*Easton Free Press	(E)	13,293	.05	.05
*Erie Times	(E)	27,499	.08	.08
†Harrisburg Telegraph	(E)	39,685	.095	.095
†Johnstown Ledger	(M)	13,234	.05	.05
*Oil City Derrick	(M)	6,296	.035	.035
†Pottsville Republican and Morning Paper	(E&M)	14,114	.07	.06
Scranton Republican	(M)	32,180	.12	.10
†Scranton Times	(E)	37,748	.12	.10
*Sharon Herald	(E)	5,391	.021	.021
†Sunbury Daily Item	(E)	4,216	.021	.018
*Warren Times-Mirror	(E&M)	8,115	.036	.036
*Washington Observer and Reporter	(M&E)	16,378	.06	.05
†West Chester Local News	(E)	11,297	.03	.03
*Wilkes-Barre Times-Leader	(E)	22,577	.08	.05
†York Dispatch	(E)	17,364	.05	.05
†York Gazette and Daily	(M)	17,006	.05	.05

*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

Who reads 'JOHN BULL'?

THIS great 2d weekly journal is read by rich and poor, employers and workers — men and women of all political views—throughout the length and breadth of Britain. To thousands of Britishers Overseas it is a welcome link with the Homeland.

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BRITAIN'S DOMINANT WEEKLY

NOTE: "JOHN BULL'S" great circulation is due to editorial merit alone. This paper runs no free competitions, free Coupon Schemes, or other fake circulation-boosting campaigns.

Net sales exceed 800,000, rate based on 600,000.

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LONDON DAILY TELEGRAPH NEW EDITOR A BURNHAM "HOME-GROWN" PRODUCT

Fred Miller, Successor to Sir John Le Sage, Has Never Served Another Paper Since He Became a Junior Sub-Editor, Forty Years Ago

By HERBERT C. RIDOUT

(*London Editor*, EDITOR & PUBLISHER)

IT has always been a saying in Fleet street that the Daily Telegraph believes in "growing its own men"—a practice which has come down over the years from the first Lawson, is observed in every department of the great daily, and is in striking contrast to the rule that has been attributed, perhaps unfairly, to other publishers.

FRED MILLER

"Growing its own men" found application 20 years ago in the editorship of Sir John M. Le Sage, whose retirement was recently announced. It has been similarly applied in the appointment of the new editor, Frederick Miller, M.A.

There are probably many good stories of how big newspaper men dropped into journalism, and the case of Fred Miller seems to be no exception. While on holiday with his father, a doctor, the latter was able to render medical aid to the son of Dr. Cooper, editor of the Edinburgh Scotsman. Refusing a fee for his service, young Miller's father was asked if the kindness could be repaid in any other form.

Knowing the desire of his son, Dr. Miller suggested that perhaps Dr. Cooper might be able to help him in his ambition, and a few days later the editor of the Scotsman mentioned that a man was wanted by the London Daily Telegraph. Mr. Miller applied for the post and secured it.

He thus joined as junior sub-editor, when twenty years of age, in 1883, only a few weeks after graduating at Edinburgh University. He is a Scotsman.

Young Miller evidently took to his job for in the first few years he did everything worth doing in every branch of the sub-editorial department, becoming its deputy chief before he had reached 30. In 1895 he was appointed sub-editor.

During his tenure an accident which threatened his eyesight necessitated outdoor duty for some months. In that period he covered criminal trials and financial meetings, wrote editorial articles and special correspondence, succeeding more than once in earning the commendation of the late Lord Burnham, then managing proprietor.

He left the sub-editors' room in 1900 to become assistant editor, and in 1910 was appointed second in command. In view of the situation created by the war, Mr. Miller went to Paris just after the Battle of the Marne to organize the operations of the Daily Telegraph corps, and in 1918 he was again sent over to further the interests of the paper in the arrangements for the Peace Conference.

For many years he served on the council and executive committee of the Institute of Journalists, and in 1910, as chairman of the London district, he occupied the chair of the executive committee of the brilliant conference held by the Institute in London under the presidency of the present Lord Burnham. He now represents the Institute on the Committee of the Senatus of London University which has charge of the university course of journalism.

It is entirely characteristic of Mr. Miller that in this association with the London University Course, he finds considerable pleasure in passing on to the embryo journalists some of the experiences and facts that he has learned in so fine a school. A quotation from the paper that he read as part of the course will serve to illustrate this, and also indicates the simplicity of the first principles which Mr. Miller, out of his experience, sought to implant in the young minds.

Mr. Miller said "Buttonhole the reader in the first sentence that you write. The opening lines will deserve all the thought and care you can put into them. For in them you should strike the keynote of all that follows, and at the same time give concrete expression to the main fact or idea around which your article has been built. If the opening sentences are important, the close is hardly less so, and you must plant in the mind of the reader some final impression, some broad conclusion, which will send him on his way satisfied that his time with you has been well spent."

NEWSPAPER ADS WIN

Vancouver Sun Campaigns for Western Grain Route With Big Results

The management of the Vancouver (B. C.) Sun confidently believes it has proved the vast superiority of newspaper advertising over institutional publicity, and presents a story of what such advertising can do, relating its fight for establishment of the western grain route via the port of Vancouver.

Thousands of dollars were spent sending delegates east, but nothing could budge official Ottawa. Finally the Sun pictured exact facts on full-page advertising copy. After running a few of these pages in Vancouver, the British Columbia officials were induced to spend $15,000 on similar newspaper ads, which were run in western Canadian papers, and in Montreal, Toronto and Ottawa. Results, according to the Sun management, have been phenomenal.

Recently the Sun put out a Western Grain Route Edition, which contained 12 full-page ads, contributed by Vancouver merchants, presenting facts in favor of the western grain route.

TO REGULATE NEWS-STANDS

Montreal Also Considers Banning Sales of Magazines on Stands

Newsboys of Montreal are destined to be more rigorously controlled than ever, if a by-law to come before the City Council shortly is adopted. This proposed measure is destined to control the itinerant sale of papers, and to curb the tendency displayed by some vendors to turn their sidewalk stands into little general stores by selling magazines, candy and all sorts of small odds and ends.

The new by-law will require street vendors to obtain a license from the city hall, and would require their stands to be of a uniform design and style, preventing unsightly stands made out of old soap boxes and the like. It is under consideration, that the city should build the stands in the city shops, or have them built, and sell them at cost to the newsvendors.

Meanwhile, a separate measure is being prepared for presentation to the council by Ald. Trepanier, former city editor of La Presse, which would forbid the sale of magazines and periodicals on news stands.

A Correction

The account of the Herpicide Company is being placed by the Morse Agency, 61 Milwaukee avenue, Detroit, and not by the Morse International Agency, New York, as was inadvertently stated in the September 15 issue of EDITOR & PUBLISHER.

The Radio Column

Timely Tips and Suggestions on the Latest Diagrams and Hookups—Simplified

Will give your readers finely illustrated, practical information on how to build and operate their radio sets. 3 col. Sunday—1 col. daily.

THE "TROUBLE SHOOTER"

TIMELY TIPS FOR WINTER DRIVERS

By E. H. SCOTT

New Fall Series of the "Trouble Shooter" ready for release. Over 100 papers now use this popular feature. Send for samples and price.

S-N-L TECHNICAL SYNDICATE
822 REAPER BLK.
CHICAGO

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The Capital of the nation's largest newspaper, covering Virginia, West Virginia, and southern Maryland.

Over 50% more circulation than any other Washington Sunday paper.

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Chicago, Detroit, St. Louis, Los Angeles

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Equipment Manufacturers

reach the PUBLISHERS through the columns of

Editor and Publisher

NOW

is the time to advertise American Products in Great Britain. Never before has there been such a demand among English people for the best American Products. This is *your* opportunity to enter a profitable and consistent market.

If you already advertise or contemplate advertising *your* goods in Great Britain and wish to secure the same efficiency in Advertising Service as is offered by the best Agents in America, write *now* to

SIR CHARLES HIGHAM

whose present American Clients include:

Swift and Company

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LTD.
The most progressive Agency in Europe
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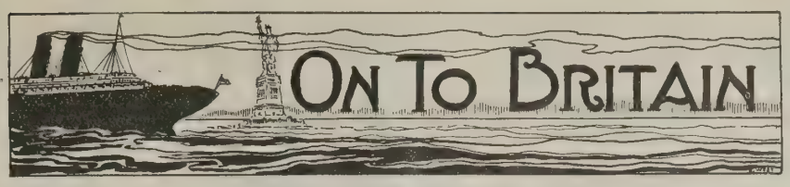

Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT
(London Editor, EDITOR & PUBLISHER)
London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

More Newspapers Coming—The announcement that Associated Newspapers, Ltd., proprietors of the London Daily Mail, Evening News, and Weekly Dispatch, contemplate new enterprises has been whispered for long, but these secrets are well kept and the actual first details have only just been given to the world by the Daily Mail—an indication that plans are well on the way to completion. The Daily Mail has for years issued a Manchester edition, printed in that city, but now it is announced that an entirely new evening daily and a new Sunday paper are to be published in Manchester by the Daily Mail.

Manchester has of course always been and is the stronghold of E. Hulton & Co., Ltd., who publish more newspapers as such than any other British house, as well as a number of other publications.

These include the Daily Sketch, Sunday Herald, Sunday Chronicle, Empire News, Daily Dispatch, Evening Chronicle and three other newspapers of varied interests as well as weekly publications. Of these the first two are picture papers, as popular in London as in Manchester; the next two are Sunday newspapers of which the same can be said; the last two being leading dailies of Manchester news. In addition, the house of Hulton publishes in London one of its most successful evening papers, the Evening Standard.

E. Hulton & Co. are just opening a great central printing and publishing plant in Grays Inn Road, London, for the concentration and further development of their publications.

The Daily Mail in its announcement of the forthcoming journals describes the situation as a "newspaper war," so that it may not be inaccurate to forecast as big a rivalry between these two great houses in Manchester and the north as prevails in London and the south.

It is interesting to recall that the chief proprietors of both houses are, respectively, Lord Rothermere and Sir Edward Hulton, the principal supporters, through their generous £5,000 donations, of the Advertising Convention of 1924.

Quaint Mentality—There are, it would seem, a few irresponsible folk in Great Britain who cannot yet grasp the fact that the 1924 Convention of the A. A. C. W. in London is a settled thing. Asked for their views upon it, they amaze the questioner (especially if he happens to be one of the British delegation who secured the convention for Britain) by some such statement as "Oh, they'll never come to London" or "Better postpone the affair for another year."

One or two of those popularly considered to be among the big fellows in publishing and advertising have been known to voice similar doubts, and it is a pity that any who entertain such views do not say definitely straight out whether they are going to be in the British party or whether they will occupy a position of frigid isolation.

Perhaps the difficulty of settling the convention date has contributed to this situation, but with the air cleared on this point, every advertising man and publisher in this country should have an early opportunity of saying "Yea" or "Nay" to the question as to his personal support.

1924 Convention and English Country Districts—In a discussion by the executive committee of the British Newspaper Society, representing the interests of the provincial press of Great Britain, upon the Advertising Convention next year there was presented an official report by John Cheshire, Chairman of the British delegation last June, covering the work of that delegation. The point was then raised as to the part which provincial newspapers might play in connection with the convention, and the committee reaffirmed its previous decision that this would be mainly determined by the arrangements made for delegates to make visits to provincial centres.

This sounds somewhat lukewarm, if not discouraging, but may be interpreted as meaning that individual publishers will consider the question of local hospitality and welcome as it arises in connection with any plans for visiting their locality.

It must not be taken as implying lack of sympathy with the convention, for steps will be taken by the convention committee to ensure as large an attendance of privincial publishers as possible, though probably that will hardly be found necessary since the presence of notable provincial men with the British delegation shows clearly that this section of the press is fully cognizant of the enormous advantages that must accrue to them, their publications, and the standard of advertising in which they are interested.

There will be a strong contingent of county publishers and their advertising men at Wembley next year.

CANADIAN PRESS WOMEN MEET

Miss Kennethe Haig, Winnipeg Editorial Writer, New President

Miss Kennethe Haig, of Winnipeg, editorial writer of the Manitoba Free Press, was elected national president of the Canadian Women's Press Club at the triennial convention, Sept. 24, 25 and 26, at Vancouver, B. C. More than 200 members attended the convention, including two women judges, a member of Parliament, and the parliamentary secretary of a Cabinet Minister.

Presiding over the first sessions was Miss Lucy Doyle, former president, and now honorary president, better known as "Cornelia," of the Toronto (Ont.) Telegram.

Delegates passed a resolution calling for the appointment of Judge Emily Murphy, of Edmonton, writer of the exposé on Canada's drug situation, entitled "The Black Candle," to attend the world conference on narcotic traffic to be called by the League of Nations.

Formation of provincial clubs, syndicating manuscripts, problems of Canadian writers, and other matters of vital interest to the club members were topics of discussion.

Reports made by various city club secretaries showed the growth of the organization. Since the last triennial convention the club has double its membership, the total now being about four hundred.

Other officers, besides Miss Haig, elected were:

Corresponding secretary—Miss May Clendennan, Winnipeg.

Treasurer—Miss Louise MacDonald, Winnipeg.

Historian—Mrs. Butcher, Toronto.

Vice-presidents—For British Columbia, Mrs. Isabel Ecclestone Mackay; Alberta, Mrs. Elizabeth Bailey Price; Manitoba, Miss Nan Moulton; Ontario, Miss M. Houston; Quebec, Mrs. Benoit; New Brunswick, Mrs. Lawrence; Nova Scotia, Miss Marshall Saunders.

LONDON'S LINKS WITH CHARLES DICKENS

Plan to Endow Famous Residence as a Permanent Memorial—48, Doughty Street, His First House After Marriage

Visitors to London who are Dickens-lovers, and there are few who are not, will be interested to learn that there still remains intact, in that ever-changing city, one of the houses in which Charles Dickens lived and wrote.

This is No. 48, Doughty Street, the first house the author rented after his marriage and in which he finished "Pickwick Papers" and wrote "Oliver Twist," "Nicholas Nickleby" and some minor sketches.

Doughty Street is a quiet thoroughfare running parallel with Grays Inn Road, and is as near unchanged as any street can be after a lapse of eighty odd years. The house bears on its face a London County Council tablet commemorating the fact that Charles Dickens lived there—an excellent custom instituted by the London County Council a good many years ago for keeping track of houses in which celebrities in any walk of life have lived.

Although Dickens was born at Portsmouth, and died at Gads Hill, near Rochester, it was in London that he lived most of his life and did most of his work. London was also the scene of many of his most important works and as he came to it first as a small boy and lived in it for the best part of forty years, he can fairly be claimed as a Londoner.

Portsmouth has acquired the house in which he was born, and has preserved it as a public memorial to him, so it seems to be somewhat of a reproach to London that nothing of the kind has been done for his memory in the great city he knew and loved so well.

That reproach will be removed when the "Dickens Fellowship" (a Society formed twenty-one years ago for the purpose of keeping alive the Dickens spirit and encouraging the study of his works) accomplishes its aim of purchasing 48, Doughty Street and endowing it as a permanent Dickens shrine, museum and library.

This is only a question of time, and, of course, money—which the Fellowship is energetically collecting. A large number of interesting objects for the museum, and a most excellent library are already in its possession and only waiting for suitable housing.

The headquarters of the Fellowship is at 14, Clifford's Inn, Fleet Street, and the Hon. Secretary, Mr. C. H. Green, is generally to be found there, ready and willing to give help and advice to any visitors desirous of exploring old London, of which he possesses a unique knowledge. The Fellowship has branches and members all over the English-speaking world, but is equally ready to hold out the glad hand of welcome to any visitors from overseas, whether members or not.

Inserted by The London DAILY MAIL in the interests of the 1924 Advertising Convention.

EDITORIAL

VICTORY AND VINDICATION

THE knockout had to be administered in the New York pressmen's strike. Deplored by President Berry as an ending to any industrial dispute, no matter which side scores it, and shunned for more than a score of years by the publishers in dealing with the New York unions, it had to be given as a kill or cure remedy at last. The alternative was disaster to every newspaper in New York.

Things are again normal in New York. It is presumed that the pressmen have learned their lesson and that their fate will stand before other organizations which might be tempted to follow their course. Threats and shaking of fists served the press union's ends for years when dealing with employers divided in counsel and considering selfish interests above that of their group. But the same threats and shaken fists finally brought about unity of counsel and with it destruction to the bully. The big moral is for the publishers, in New York and other cities. The New York policy of permitting nibbles and bites for privileges that became inalienable rights, rather than force a showdown, has been followed elsewhere, and it works out no differently with newspapers than it did with Aesop's Arab and his camel. Destruction awaits either Arab or camel.

Just an inkling of what the publishers' weakness followed by the union's insanity has cost the newspapers is given in statistics furnished by the New York Times, comparing its advertising revenues for the strike period in 1922 and 1923. The actual decrease in business shown by this paper is $450,000, and, if an increase of 10 per cent is given 1923 over 1922, the loss touches half a million dollars. The paper bill is approximately one-third of what it was last year, the number of copies circulated being about the same, though far smaller. That lost advertising revenue is money that the publisher had counted in his plans for the year and for the future, and it is no mere book loss. What the out-of-pocket expenses for fighting the strike will eventually total, no one can state accurately, but it is not likely that they were less than those incurred 18 months ago when the publishers believed that the strike would break then. That total is credibly reported at $100,000, for all papers.

The loss in advertising and circulation revenues incurred by all papers during the two weeks no doubt passed the million dollar mark with plenty to spare. Not improbably, it reached $1,500,000. The loss to merchants who could not advertise at any price is incalculable, but transitory. Less tangible at the present, but likely to be felt in the future, will be the effects of unremitting day and night toil on the men who put the papers out during the emergency.

No prestige has been lost by the newspapers either among readers or advertisers by their final courageous stand, taken when they could not do otherwise. Neither would it have been lost, nor would their service have been longer interrupted, had they met the pressmen's unreasonable aggressions firmly two, three, or five years ago. They were right then, as now, when they see their position completely vindicated, not only by their large advertisers, but by so ardent a friend of the working man as Samuel Gompers himself.

OKLAHOMA

OKLAHOMA occupies a very prominent place in the news columns of the press of the world these days. This is largely the result of a clash between ideas and ideals.

On the one hand we have the Ku Klux Klan and Gov. Jack Walton, both representing ideas and neither so very widely separated in ultimate purpose; on the other hand we have the ideals of democracy for religious freedom and the right of individual expression as laid down under the guarantees of the Constitution of the United States.

There can be no doubt as to which will be the final victor.

On March 17, of the present year, EDITOR & PUBLISHER, commenting upon Gov. Walton's effort to strangle a press that would be free of him in Oklahoma:

"Gov. Walton is known best to the American press as a man who did more to heat the fires of American hate abroad than any other individual of record by staging a great inauguration barbecue at which enough food was wasted to feed any of the starving peoples of the Old World for a week. His new effort to gain editorial control of the press of the state should be judged by that record."

There is nothing that we can add at this time.

LOVE NEVER FAILETH

St. Paul's Masterpiece.

1 Corinthians 13: 1 to 13

THOUGH I speak with the tongues of men and of angels, and have not charity, I am become as sounding brass, or a tinkling cymbal.

2. And though I have the gift of prophecy, and understand all mysteries, and all knowledge; and though I have all faith, so that I could remove mountains, and have not charity, I am nothing.

3. And though I bestow all my goods to feed the poor, and though I give my body to be burned, and have not charity, it profiteth me nothing.

4. Charity suffereth long, and is kind; charity envieth not; charity vaunteth not itself, is not puffed up.

5. Doth not behave itself unseemly, seeketh not her own, is not easily provoked, thinketh no evil;

6. Rejoiceth not in iniquity, but rejoiceth in the truth:

7. Beareth all things, believeth all things, hopeth all things, endureth all things.

8. Charity never faileth; but whether there be prophecies, they shall fail; whether there be tongues, they shall cease; whether there be knowledge, it shall vanish away.

9. For we know in part, and we prophesy in part.

10. But when that which is perfect is come, then that which is in part shall be done away.

11. When I was a child, I spake as a child, I understood as a child, I thought as a child, but when I became a man, I put away childish things.

12. For now we see through a glass, darkly; but then face to face; now I know in part; but then shall I know even as also I am known.

13. And now abideth faith, hope, charity, these three; but the greatest of these is charity.

SMALL-TOWN WISDOM

RECENTLY a State Unity Conference was held in connection with the thirty-seventh annual convention of the Washington State Press Association. Every activity in the business life of the people of the state was represented in the discussions, which were notable for the adherence of the speakers to the conviction that the press is the most important factor in community and state unity. This is an accepted fact among enlightened people everywhere.

What will prove of greater interest to newspaper makers and especially those of the smaller cities and towns was that part of the address of Charles E. Blackwell in which he said:

"There are many lines of publicity that the country store can use to advantage, but the one he can use to best advantage is his home town paper. I venture to say that if the money spent each year for fancy calendars and other knick-knack give-aways were invested—I say invested, not spent or donated—in carefully planned newspaper publicity, the actual net returns to the advertiser would be ten times as great, to say nothing of the advantage the small-town paper would derive from the additional and much needed revenue."

Mr. Blackwell is not a merchant prince from Seattle, Spokane or Tacoma. He owns a store at Okanogan, which the 1920 census credited with a population of 1,015, and is credited with being the most successful country merchant in his state.

Mr. Blackwell practices what he preaches and his is a message for every country merchant and every small-town publisher in the country. Present it to your community.

BRITONS DEMAND ACTION

WHILE the address of Sir Charles Higham before the Publicity Club of London on Monday night was both pointed and vigorous, no ill will come from it and if anything the "On to Britain" movement will be accelerated in England.

The seeming slow-up in completing plans for the 1924 convention of the Associated Advertising Clubs of the World in London is a natural result that was bound to follow the achieving of the biggest thing in the history of organized advertising.

The Thirty Club delegation that came to Atlantic City did a big job and did it well, and we believe the members will accept the criticism of Sir Charles, who in past years did so much work that was necessary to their success, in a sportsman-like manner.

EDITOR & PUBLISHER does not believe that there has been any loss of British interest in the 1924 meeting and certainly does not attribute any such a belief to Sir Charles. The mere fact that his demand for more positive action on plans at this early date brought forth cheers from the more than 400 assembled diners is proof that the next convention of the A. A. C. W. is going to be the greatest in the history of the organization, if the British can make it such.

"On to Britain" is going to be more than a catchphrase. Listen to the British during the coming months of preparation.

ALL THE ANGUISH OF THE STING

SEPTEMBER 18 will go down in history as the most expensive and the most important in the life of American journalism. It was the first time the metropolis had been without newspapers on a regular business day.

The expense fell not alone on the newspapers, but on business in general because of the sudden removal of these stimulating agencies that have come to play such an important part in the every-day thinking and actions of men and women. It was an important day, when we add the period of tight little combination newspapers that followed, because it proved to business that newspaper advertising is necessary to merchandising prosperity and of greater value than given under appraisal.

Of all the things written about the strike, we prefer the editorial of E. S. Martin in Life. He said:

"All the same, New York without newspapers was curiously like a house in which some indispensable and highly articulate person lies dead. It was an experience that advanced rapidly from being novel to being weird, the like of which no person now living in New York had ever had before."

There can be doubt that they miss us when a slight cold brings all the horrors of death.

PERSONAL

ROY W. HOWARD, of the Scripps-Howard Newspapers, returned to New York, Wednesday night of this week from a business trip to the Pacific Coast where he consulted with Robert P. Scripps, the other member of the organization, who has just returned from a year's tour of the Far East.

Egbert H. Mack, secretary and manager of the Register Publishing Company, publishers of the Sandusky (O.) Register, has been recommended by Congressman James T. Begg for postmaster at Sandusky.

"Ted" Robinson, author of the "Philosopher of Folly," a daily column in the Cleveland Plain Dealer, has returned from a three months' visit to Europe.

George H. Rogers, general manager of the Cleveland Plain Dealer, spent his vacation on a ranch near Buffalo.

J. Wilson Cunningham, editor of the New Westminster (B. C.) British Columbian, returned from a holiday spent at Jaspar Park in the Canadian Rockies and immediately went into hospital with a bad attack of diphtheria.

Hon. Frank Oliver, publisher of the Edmonton (Alta.) Bulletin and for many years prominent in Canadian public life, has been appointed a member of the Dominion Board of Railway Commissioners, and will remove from Edmonton to Ottawa.

Supreme Court Justice E. N. Smith, former proprietor of the Watertown (N. Y.) Standard, was endorsed for justice of the Supreme Court of the Fifth Judicial District of New York State by the Democratic district convention at Syracuse, Sept. 24. He was nominated also by the Republican district convention at Utica the following day.

Maximilian Elser, Jr., head of the Metropolitan Newspaper Syndicate, New York, and Mrs. Elser, are receiving congratulations on the birth of their second son and third child on Oct. 1. The young gentleman will be named Henry Christopher.

Henry J. Allen, publisher of the Wichita (Kan.) Beacon, will arrive in New York, Oct. 20, and will be at the Hotel Astor.

Floyd Chalfant, editor of the Beaver (Pa.) Daily Times, has been appointed an honorary member of the Lake Erie and Ohio River Canal Board by Governor Gifford Pinchot.

Elbridge C. Smith, editor and manager of the Virginia (Minn.) Daily Enterprise, is in hospital suffering from a severe attack of pneumonia.

William R. Lynett, of the Scranton (Pa.) Times, was recently named a member of the Zoo Commission in that city.

Douglas Williams, general manager for Reuters in North America, returned to New York on the Leviathan last week, after nearly a year's absence in Europe on special work for the agency.

Charles M. Lincoln, managing editor of the New York Herald, has returned to New York after passing a few weeks in Bath and other parts of Maine.

Hans DeMuth, for many years publisher of the Sioux Falls (S. D.) Dakota Herald, a German paper, has associated himself with the National Automatic Pen Corporation, of Los Angeles, Calif. Mr. DeMuth is an ex-president of the South Dakota Press Association.

John F. Hurley, Jr., has recently been made advertising manager of the Salisbury (N. C.) Post, taking on these duties in addition to those of secretary and treasurer, to which he was appointed July 1.

C. D. Rose, formerly an executive with the Salisbury (N. C.) Post, has gone to Phoenix, Ariz., where he will reside.

W. H. V. Walquist, editor of the Mammoth Spring (Ark.) Democrat, is to be a candidate for representative in the next primaries in Fulton county.

John T. McCutcheon, famous cartoonist of the Chicago Tribune, is the latest addition to Kentucky's noted list of "Colonels." His commission as a member of the Governor's staff has been signed by Governor Edwin P. Morrow, and is to be forwarded to him at once, it has been announced. The honor was bestowed upon Mr. McCutcheon in recognition of "service done to Kentucky's name and her people," the Governor's announcement stated.

J. W. Dafoe, editor of the Winnipeg Free Press, who is regarded as one of the best informed writers on the Canadian press on imperial subjects, is attending the Imperial Conference in London.

Oscar Douglas Skelton, M. A., Ph. D., Kingston, Ont., prominent Canadian newspaper man, economist and author, accompanied the Canadian delegation to the Imperial Conference, being held in London. He is acting in advisory capacity on economic questions.

IN THE BUSINESS OFFICE

MAURICE BYRNE, who has been with Thomas Cusack,, New York, has gone to Birmingham, Ala., where he will become associated with the advertising staff of Frederick I. Thompson's newspapers.

J. W. Jones, formerly on the advertising staff of the Asheville Citizen, has accepted a position on the advertising staff of the Atlanta Constitution.

Mr. LeVon Messengale has succeeded L. E. Keith as classified advertising manager of the Shreveport (La.) Times.

W. A. Giffen, formerly classified advertising manager of the Indianapolis (Ind.) Star, is now classified manager of the Milwaukee (Wis.) Wisconsin News.

Will X. Coley, traveling representative of the Raleigh (N. C.) News and Observer for many years, has been made circulation manager of that paper. Clyde Hester, formerly with the Greensboro (N. C.) News, has been made city circulation manager.

George A. Coup, for the past eight years in charge of circulation on the Akron (O.) Press, is now associated with Hill & King, of Chicago.

Wilson T. Clark, for the past two and a half years connected with the advertising department of the Sioux City (Ia.) Journal, has resigned and will enter the jewelry firm of Thorpe & Co., at Sioux City.

Howard R. Weaver, for the past ten years business and advertising manager of the Durham (N. C.) Evening Sun, became associated with the advertising staff of the Richmond (Va.) Times-Dispatch, and Evening Dispatch Oct. 1.

W. Charles Rule has retired as business manager of the Detroit (Mich.) Saturday night.

William B. Dimon, for the past five years assistant to William H. Dow, general manager of the Portland (Me.) Evening Express Publishing Company, has taken the position of general manager of the New Brunswick (N. J.) News.

IN THE EDITORIAL ROOMS

GEORGE WITTE, German correspondent of the Chicago Daily News, left last Tuesday for New York, from where he plans to sail October 6 for Germany, to resume his duties at Berlin.

Fred Burgner, formerly a reporter on the staff of the Trenton (N. J.) Times, is now with the Associated Press in Newark, N. J. His place on the Times is being filled by William Cecil Bourne, formerly of the Denver (Col.) Post.

Frank Thompson has resigned his position as Sunday editor of the Trenton (N. J.) Times, because of ill health. Albert B. Thompson, desk man, succeeds him.

Thomas Kerney, of the Birmingham (Ala.) News, son of James Kerney, editor of the Trenton (N. J.) Times, is touring Europe. He expects to return in the fall.

Chester Le Roy Keiffer, a graduate last summer from the journalism department of the University of Illinois, has joined the Cleveland Plain Dealer reportorial staff.

Miss Della Schanzer is a new member of the art department of the Chicago Daily News.

FOLKS WORTH KNOWING

JUNIUS PARKER FISHBURN on Oct. 1 became head of the Times-World Corporation, publishers of the Roanoke (Va.) Times and the World-News. Mr. Fishburn, who succeeds his father, J. B. Fishburn, has been vice-president of the publishing company since 1918 and has been editor of the World-News since June, 1920. He is but 28 years of age and is accordingly one of the youngest newspaper executives in the South. He is a graduate of Princeton and Columbia universities and has lived in Roanoke during his entire life.

J. P. Fishburn

The new head of the Roanoke papers first became interested in journalism at Princeton, where he was a member of the Daily Princetonian staff for three years, being editorial chairman just before the war. He left Princeton to enter service in May, 1917, and served in the United States Navy from July, 1917, to December, 1918.

Returning to Princeton after the armistice, he became editor-in-chief of the Daily Princetonian and directed the post-war revival of the university daily. He graduated at Princeton in June, 1919, with high honors, having previously received the Phi Beta Kappa key for high scholarship.

Associating himself immediately with the Times-World Corporation, he spent several months in the business office of the papers. Later he went to Richmond as his papers' correspondent there during several sessions of the General Assembly. In June, 1920, he took over the editorship of the afternoon paper, The World-News, and has continued in active editorial direction of this paper since that time. He will continue as active editor of the paper, in addition to his executive duties relating to both papers.

Fred Bancroft, newspaper man of Toronto, has been selected as a member of the Royal Commission to inquire into the causes of unrest among steel workers in the employ of the British Empire Steel Corporation.

J. Lester Cargill, day editor of the Bridgeport (Conn.) Telegram, has resigned to join the staff of the weekly Bridgeport (Conn.) Herald. Howard I. Comstock, editorial writer of Post Publishing Company papers, is in Cargill's seat for the present.

H. Van Y. Caldwell, a former Cleveland newspaper man and later secretary to the director of Cleveland's public schools, is now secretary of the Cleveland Academy of Medicine and managing editor of the organization's official publication, The Bulletin.

Herman H. West, copy reader for the Richmond (Va.) Times-Dispatch, is slowly recovering from severe injuries suffered when he fell down a flight of stairs in his home.

(*Continued on page* 38)

VISITORS TO NEW YORK

Charles H. Clark—Hartford (Conn.) Courant.
Wilson M. Brooks—Danville (Va.) News.
A. H. Chambers—Toronto (Can.) Telegram.
C. N. Halsted—Lansing (Mich.) State Journal.
E. M. Waterbury—Olean (N. Y.) Palladium.
Leon Shaw—Billings (Mon.) Gazette.
W. C. Storey—Austin (Tex.) Statesman.
A. W. Cummins—Wilmington (Del.) News.
William M. Boles—Great Falls (Mont.) Tribune.
George S. Oliver—Pittsburgh (Pa.) Gazette-Times.
A. E. Braun—Pittsburgh (Pa.) Post.
A. K. Oliver—Pittsburgh (Pa.) Chronicle-Telegraph.
George B. Dealey—Dallas News.
Frank B. Noyes—Washington Star.
W. H. Cowles—Spokane Spokesman-Review.
Frank P. MacLennan—Topeka State Journal.
E. Lansing Ray—St. Louis Globe-Democrat.
Frederick I. Thompson—Birmingham Age-Herald.
Elbert H. Baker—Cleveland Plain Dealer.
Stuart H. Perry—Adrian (Mich.) Telegram & Times.
H. V. Jones—Minneapolis Journal.
B. H. Anthony—New Bedford Standard.

The Haskin Service is the most direct and least expensive plan yet devised for enabling a newspaper to serve its readers in an intimate, personal way.

PERSONAL

(Continued from page 37)

Seth Maxwell, city editor of the Atlantic (N. J.) Gazette-Review, has resigned his position and will probably join the editorial staff of the New York World.

Mrs. Ethel Rattay, of Atlantic City, has been named society editor of the Ventnor (N. J.) News, and the Atlantic City Mirror, a weekly newspaper and magazine, respectively.

Herbert Test, veteran newspaper writer, formerly with several Philadelphia dailies and the Atlantic City (N. J.) Press, has resigned as city editor of the Ventnor (N. J.) News and the Atlantic City Mirror.

Horace Blitz and William Harold Martin are the latest acquisitions to the dramatic staff of the Atlantic City Mirror and the Ventnor City (N. J.) News.

John M. Sosey, junior editor of the Palmyra (Mo.) Spectator, who suffered a stroke of apoplexy six months ago, has been removed to the Mayo hospital, Rochester, Minn., for examination.

Dr. G. Walter Barr, of Keokuk, Iowa, formerly of Quincy, Ill., widely known as an author and newspaper man, has joined the Burlington (Iowa) Gazette staff. He will conduct a special department, "Viewpoints of Burlington."

Arthur C. Watson of the editorial staff of the New Bedford (Mass.) Evening Standard, has been elected assistant curator of New Bedford's unique whaling museum, by the directors of the Old Dartmouth Historical Society.

Robert I. Snajdr, of the Cleveland (O.) Plain Dealer, spent a two weeks' vacation in Pasadena, Cal.

Miss Helen Elizabeth Duff, during the summer vacation staff member of the Ashland (Ohio) Times-Gazette, of which her father is editor, has returned to Columbus to resume her studies in the College of Art, Ohio State University.

Vic E. Andrew, sports editor, and Frank Marshall, suburban editor, the New Westminster (B. C.) British Columbian, had a narrow escape from death when Marshall's car took to the ditch on the newly completed Pacific Highway, between Vancouver and Seattle. They emerged with a few minor scratches.

Albert S. Crockett, editor of the World Traveler magazine, accompanied by Mrs. Crockett, is making a tour of the Pacific Coast after "copy."

E. E. Bond, staff photographer of the Boston (Mass.) Globe, has returned to the office after a vacation trip to the mining towns of Shenandoah City and Pottsville, Pa.

Mrs. Phillip Iden recently joined the staff of the Rogers (Ark.) Daily Post. Prior to her marriage three years ago, Mrs. Iden was chief assistant to Erwin Funk, editor of the Rogers (Ark.) Democrat for many years.

E. B. Keefe, formerly of Minneapolis, Minn., has joined the news staff of the Sioux City (Iowa) Journal.

Miss Lenore K. Downey has resigned as city editor of the Wahpeton (N. D.) Globe, to join the staff of the Red Wing (Minn.) Daily Republican.

Elmer S. Jackson, who resigned from the staff of the Hagerstown (Md.) Daily Mail to enter St. John's College, Annapolis, will do work for the Annapolis Capital in connection with his college studies.

C. Neill Baylor, editor of the Hagerstown (Md.) Morning Herald, was a delegate to the Republican State convention held in Baltimore.

William H. Crawford, of St. Paul, Minn., the noted journalist, author, war correspondent and reporter, has agreed to give as a radio talk one of his "Reminiscences of a Reporter" every Sunday evening there for an indefinite period.

H. P. McPherson, editor of the Harrisburg (S. D.) Herald, has resigned. S. G. Gillette is in full charge.

Bryton B. Barron, who had his first newspaper experience on the Sioux Falls (S. D.) Daily Argus-Leader years ago, has returned to that paper as assistant to Charles M. Day, the editor. Mr. Day, editorial writer for thirty-seven years, has turned this work over to Mr. Barron.

C. E. Lord, late of the Evansville (Minn.) Enterprise, has associated with his father, J. M. Lord, in the publication of the Willow Lake (S. D.) News.

Harold F. Diehm, lately associated with B. O. Reynolds on the Lake Geneva (Wis.) News, has gone to Big Rapids, Mich., to take the city editorship of the Daily Pioneer.

M. A. Mattison, for the past seven years employed on papers at Thief River Falls, Minn., has become associate editor of the Thief River Falls (Minn.) Tribune. J. S. Arneson, the editor, is giving most of his time to his work as appraiser for the Rural Credits Bureau.

Miss Lure Stinson has become city editor of the Wadena (Minn.) News, succeeding Kenneth Hezzlewood, who has entered Hamline University, St. Paul.

John H. Van Cleve, formerly with the Western Newspaper Union at Fargo, N. D., is now managing the McLean County Independent of Garrison, N. D. He succeeds C. M. Packard. Mrs. Sadie Van Cleve will be editorial manager.

Herbert Peters is now chief of the local copy desk of the Buffalo (N. Y.) Evening News, succeeding William G. Hippler, who has been made assistant city editor.

D. J. Sullivan, of the Buffalo (N. Y.) Times, and Bud Phillips, of the Buffalo (N. Y.) Evening News, have resigned to enter the University of Buffalo law school.

Ed Shaffer, of Independence, Kan., former World War veteran, gassed in the Argonne fighting, has joined the staff of the Albuquerque (N. M.) Journal.

Robert Reed, for the past ten months radio editor of the Kansas City (Mo.) Star, has been commissioned a lieutenant and assigned to the school of fire, at Fort Sill, Okla.

R. W. Holmes has resigned as city editor of the Nowata (Okla.) Star, after 14 years' service, to become a district insurance agent at Enid, Okla.

Maurice S. Harman, of the Hagerstown (Md.) Morning Herald staff, was the hero of a recent fire. On his way home from the office at 3 A. M., he saw smoke pouring from a garage. Calling two other newspaper men from a nearby restaurant, Harman entered the building and roused the sleeping watchman, who was being overcome with smoke. The fire department was then called.

Miss Gail Binkey, formerly president of the South Florida Press Association, more recently a student in the school of Journalism of Columbia University, New York, has joined the editorial staff of the Tampa (Fla.) Times.

Mrs. Irene Rovira, for some years telegraph editor of the Tampa (Fla.) Times, has just returned from a vacation of several months spent in the mountains of North Carolina.

Stanley J. Dyer, until recently with the Washington (D. C.) Star, has joined the staff of the Tampa (Fla.) Tribune and is handling City Hall and local politics.

J. Clifford Stark, formerly of the Fort Smith (Ark.) Times Record, is now with the Tampa Tribune handling the police run and general assignments.

J. W. Piner, of Evansville, Ind., has joined the staff of the Tampa (Fla.) Tribune.

Mr. and Mrs. George W. Lythgoe are rejoicing over the birth of a daughter. Mr. Lythgoe is with the Sunday department of the Worcester (Mass.) Telegram.

Mr. and Mrs. William Loftus, of Ashley, Pa., announce the birth of a daughter. Mr. Loftus is sporting editor of the Evening News at Wilkes-Barre.

Mr. and Mrs. Brycham Powell, of Scranton, Pa., are rejoicing over the birth of a daughter. Mr. Powell is city editor of the Scranton (Pa.) Republican.

Moses H. Williams, managing editor of the Worcester (Mass.) Telegram, is on his annual vacation.

E. S. Irwin, assistant to the editor of the Worcester (Mass.) Telegram-Gazette, has returned from a two weeks' trip through New York and Pennsylvania. Mrs. Irwin accompanied him.

James H. Noonan, of the Boston Traveler, has recently welcomed an eight and one-half pound newspaper man into his home.

William G. Gavin, Washington correspondent for the Boston Traveler, is wearing a smile. The stork left Vera Louise Gavin at his home recently. President Coolidge was among the first to congratulate Gavin, who covered the Boston State House when the President was Governor of Massachusetts.

Harrison M. Howard, day commercial reporter for the Sioux City (Iowa) Tribune for a number of years, has resigned. As soon as he receives his passport he will leave for Europe and he intends to spend a year in Paris. Mr. Howard was also the correspondent for the International News Service at Sioux City.

Cecil F. Mahood, night police reporter for the Sioux City (Iowa) Tribune, is now day commercial reporter.

Roy Ronald, son of W. R. Ronald, editor of the Mitchell (S. D.) Republican, is now on the news staff of the Sioux City (Ia.) Tribune.

Joseph A. Murphy has been named city editor of the Wilkes-Barre (Pa.) Times-Leader. He succeeds Joseph F. Forestal. The latter intends to take up a general publicity agency in Wilkes-Barre.

William Newhardt has been added to the news staff of the Scranton (Pa.) Times. Miss Elizabeth Lynett, daughter of E. J. Lynett, publisher of the Times, has also joined the Times staff. She is a graduate of Trinity College at Washington, D. C.

John Bradley, general manager of the Scranton (Pa.) Times, has returned from a trip to Canada.

Miss Anna Garrow, one of the outstanding women members of the Chicago Tribune force, recently celebrated her eighteenth anniversary on that newspaper. Miss Garrow is a member of the Welfare Department and president of the Etaoin Club, composed of women employes on the Tribune.

Paul Augsburg, former member of the Chicago Tribune staff, is back on that paper's rewrite desk.

Charles Sloan, formerly of the Chicago Tribune rewrite staff, who was forced to go west because of illness, writes his friends that he is now a rewrite man for the Los Angeles Times.

R. C. Cornell, former news editor of the Chicago Herald and Examiner, and now city editor of the Los Angeles Examiner, paid a visit to his old stamping grounds last week.

George Wharton, formerly of the Chicago bureau of the Associated Press, is now doing publicity work for the West Side Orpheum Circuit theaters.

Morris Koerner is a new member of the Chicago Daily News staff.

Preston Gass is the new political editor of the Chicago Daily Journal, succeeding the late Joseph D. Salkeld.

Church Advertising Proofs Are Ready

Series No. 4, consisting of twenty-five pieces of church promotional copy, each of about 200 words, is ready.

Proofs have been mailed to the 800 papers which, during the summer, asked for copy which might be issued by the A. A. C. W. in the questionnaire sent from Richmond, Ind. This questionnaire was sent only to daily papers in the U. S. A.

A charge of a few cents a week has been placed on the use of this copy to cover the cost of printing and promotion. Payment of the fee entitles the paper to exclusive use in its town.

The Prices:

$10 for papers under 20,000 circulation

$20 for papers 20,000 to 50,000 circulation

$35 for papers of larger than 50,000 circulation

These ads are designed to reach the man on the street—the fellow every pastor would like to see in some church. The copy is human interest—not doctrinal.

Reserve this series for your paper and lead in church advertising. Proofs on request to HERBERT H. SMITH, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A.A.C.W.

Llewellyn L. Jones, literary editor of the Chicago Evening Post, is back from a business trip to the East.

L. V. Ryan, formerly of the Chicago Herald & Examiner, is the new city editor of the Journal of Commerce.

Michael L. Strauss, assistant city editor of the Chicago Evening Post, has returned from an extended trip through Wyoming.

T. R. Kenniston is the new oil editor of the Chicago Journal of Commerce.

George Bryant, police reporter of the Chicago Daily Tribune, is seriously ill at his home.

Ray Fricken, of the Chicago Daily News staff, whose ill-health was responsible for his spending the summer at Charlevoix, Mich., is back at his desk on the rewrite staff.

Grover F. Sexton, former member of the Chicago Herald and Herald and Examiner staffs, has been elected Grand Correspondent for the State of Illinois by the Forty & Eight, the American Legion honor society, which has approximately 4,000 members in this State.

Harry V. Ross, formerly managing editor of the Wisconsin State Journal, of Madison, Wis., is now on the copy desk of the Chicago Daily Journal.

Bert L. Kuhn, formerly of the Chicago Evening American, who, with Mrs. Kuhn, was reported among the Americans in Tokio at the time of the earthquake, has been listed among the survivors.

Harry Masters, a graduate of the University of Missouri School of Journalism, is on the copy desk of the Chicago Daily Journal.

Amos D. Moscript, head of the copy desk and editorial writer on the Albany (N. Y.) Knickerbocker Press for the past twelve years, has resigned to become court reporter on the staff of the Albany Times-Union. Mr. Moscript recently completed a three years' course at the Albany Law School, graduating with honors, while continuing his newspaper work.

Thomas T. Stowell, political writer on the Albany (N. Y.) Times-Union, and Jacob Golden, acting assistant city editor of the Albany Knickerbocker Press, have resigned to engage in the theatrical booking business in New York City under the name of Stowell & Golden. Mr. Golden was the guest of the staff of the Knickerbocker Press at dinner Sunday evening.

Thomas R. Hutton, special feature writer on the Albany (N. Y.) Knickerbocker Press and Evening News, has resigned to take up motion picture publicity work in Hollywood, Cal.

Rev. E. B. Lockhart, for several years city editor of the Salem (Ore.) Statesman, and who gave up newspaper work to enter the ministry of the Methodist Episcopal Church, has been assigned from one of the smaller pastorates in eastern Oregon to that of the Patton church in Portland.

B. B. Powell, city editor of the Scranton (Pa.) Republican, is receiving congratulations on the arrival of a new baby girl at the Powell home.

Clayton Young, formerly of the Manila (P. I.) Times, and at one time a Boston newspaper man, has joined the staff of the New York World.

Robert J. Gillis, of the Boston American, has returned home after spending a two weeks' vacation in New York.

HOLDING NEW POSTS

WILLIAM A. RAYNOLDS, city editor of the Cleveland Plain Dealer, has taken the day shift, changing places with James Collins, who handles the desk at night.

Russell F. Oakes, York, Pa., has joined the staff of the Cleveland Plain Dealer. He has done newspaper work on the York (Pa.) Gazette and Minneapolis Tribune.

Edwin Struble, reporter on the Sandusky (O.) Star-Journal, has resigned to join the staff of the Toledo News-Bee.

T. S. Martin, formerly State House reporter on the Columbia (S. C.) State, is now telegraph editor of the Greenwood (S. C.) Index-Journal, vice E. P. Wideman. Mr. Wideman recently became city editor, vice Louis B. Wright, who resigned to do postgraduate work in the University of North Carolina. Mrs. Martin (Chlotilde Rowell), formerly a reporter on the State, is now society editor of the Index-Journal.

Miss Betty Snyder, for the past two years on the Frederick (Md.) Daily News, will join the staff of the Hagerstown (Md.) Daily Mail, Oct. 6.

MARRIED

DAVID C. KURNER, Federal Court reporter for the Chicago Tribune, and Frances Peck Elkins, better known as May Tinee, movie editor of the same paper, were married secretly in Crown Point, Ind., on July 25, friends of the couple learned recently.

Leo Edward Owens, assistant mechanical superintendent of the New York World, and Marie Margaret Reilly, of Scranton, will be married Oct. 6 at Scranton, Pa., the bride's home.

Mr. E. C. Norlander, of the Chicago Daily Journal, and Mrs. Norlander, have returned from their bridal trip, and are making their home at 7212 Bennett avenue, Chicago.

Robert Ellis Powell, city editor of the Raleigh (N. C.) News and Observer, and Miss Selma Fountain, of the same city, were married in Richmond, Va., Sept. 26.

Fred B. Howard, editor of the Clay Center (Neb.) Clay County Sun, and Miss May Archerd were married at Bellville, Kan., Sept. 8.

C. Melancon, assistant publicity agent to the Canadian National Railways, and Miss G. Geoffrion, of Montreal, were married Oct. 3.

R. C. Humes, of the United Advertising Company, Independence, Kan., and Miss Ruby Gordon, also of Independence, were married last week.

William G. Zeamer, New York correspondent of the Pittsburgh (Pa.) Gazette-Times, and Helen L. Feagley, of Lancaster, Pa., were married Sept. 30.

Harold Dearing Johnson, of the advertising department of the Portland (Me.) Evening Express, and Miss Arolyn Morse White, of the society department of the Express, were married at Emmanuel Chapel of the Cathedral Church of St. Luke.

Jack R. Hernley and Georgia Mae Weaver, both employed on the Sioux City, Iowa, Journal, were recently married.

Kenneth Andrews, Assistant editor of the New York Sunday World, to Mrs. Alice M. Patterson, 83 Washington Place, New York City, in Greenwich, Conn., Sept. 25. The ceremony was performed by Justice of the Peace William F. M. Fiske. Only a few friends were present. Mr. and Mrs. Andrews sailed for Jamaica, where they will stay for three weeks.

Percy R. Clark, correspondent for the United Press at Los Angeles, to Miss Edna Lorene Rockey at San Diego, Sept. 2.

Ruth Shortlidge Pierce-Tyndale, formerly in charge of classified advertising of the Wilmington (Del.) Star, and Horace P. Warrington, business manager of the Star, Sept. 15.

John M. Schwinn, managing editor of the Hutchinson (Kan.) Gazette, to Miss Jane Harris, former society editor of the Gazette.

Bruce Gould, member of the staff of the New York Sun and Globe and a writer of book reviews for the New York Tribune, and Miss Beatrice Blackmar, formerly a feature writer on the Des Moines (Ia.) Register staff, were married in New York, Thursday, Oct. 4.

Russell Wilson, associate editor of the Cincinnati (O.) Times-Star, and Miss Elizabeth Smith, daughter of Judge and Mrs. Samuel W. Smith, Jr., of Cincinnati, were married at Mount Desert, Me., on Sept. 20.

IOWA

In Iowa Crop Failures Are Unknown, Consequently There Is Always Production

IOWA is the greatest agricultural State in the Union and ranks FIRST in value of farm lands and buildings, in value of live stock, horses and poultry, in production of corn, in production of oats and in production of hogs.

IOWA produces four per cent of our national crops and eleven per cent of all our live stock.

In this State agriculture is particularly well balanced and highly developed. When the market drops the farmer does not quit, but cuts his overhead and keeps right on producing.

IOWA has the highest percentage of literacy of any State or of any equal area in the world; she has more banks than any other state; she has more farm-owned automobiles and more rural telephones.

A more responsive, concentrated market can not be found than in Iowa. Large advertisers are enlarging their spaces in Iowa.

You can reach farm owners and town people alike through the following newspapers.

		Circulation	Rate for 5,000 lines
*Burlington Gazette	(E)	11,388	.04
*Cedar Rapids Gazette	(E)	20,636	.06
†Council Bluffs Nonpareil	(E&S)	16,055	.05
*Davenport Democrat & Leader	(E)	15,033	.06
*Davenport Democrat & Leader	(S)	18,132	.06
*Davenport Times	(E)	24,856	.07
*Des Moines Capital	(E)	62,780	.14
*Des Moines Sunday Capital	(S)	28,769	.14
*Iowa City Press-Citizen	(E)	6,320	.035
*Keokuk Gate City	(E)	5,380	.03
†Mason City Globe Gazette	(E)	12,019	.04
*Muscatine Journal	(E)	8,022	.035
*Ottumwa Courier	(E)	13,186	.05
*Waterloo Evening Courier	(E)	15,909	.05

*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

THE
KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District
NATIONAL REPRESENTATIVE
John M. Branham Co.

FIRST IN PUBLIC SERVICE
The World
MORNING EDITION
The World and the Evening World have a combined circulation daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
Advertise in Newspapers by the Year
The Evening World
Pulitzer Building, New York
Maller's Building, Chicago
Ford Building, Detroit

The Pittsburgh Post
A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.
DAILY and SUNDAY

PORTSMOUTH, OHIO
EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES
They cover South Central Ohio Completely.
Foreign Representative
ROBERT E. WARD, INC.
8 So. Wabash Ave. Chicago
501 Fifth Ave. New York

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

IN THE AGENCY FIELD

G. KENNETH MORGAN, for many years associated with the Thomas Cusack Company, has joined the Chambers Agency, Inc., as one of its vice-presidents and a member of the board of directors. Morgan's headquarters will be in the Park-Lexington Building, New York City.

David J. Buckingham and John Cooper Whiteside have joined the staff of the J. D. Bates Advertising Agency of Springfield, Mass.

The Hunt-Luce Advertising Agency, Boston, Mass., has moved from the Little Building, that city, to the Park Square Building.

W. W. Teskey has resigned as space buyer of Wallerstein-Sharton Company, New York, and has become space buyer of the Dorland Agency, succeeding J. J. McNevin. Mr. Teskey is succeeded at Wallerstein-Sharton by A. J. O'Flaherty, formerly with Barton, Durstine & Osborn.

William B. Hall has been appointed chief of the copy staff of the Brotherton Company, Detroit, Mich. Mr. Ford will have complete charge of the Ford Motor Company campaign.

H. J. Detterich, recently with the Federal Motor Company, Detroit, has joined the staff of the Brotherton Company, Detroit.

The Derby Brown Company, Inc., Boston advertising agency, has opened an office. J. L. Stafford and A. M. Sweyd, both formerly with the Peck Agency, New York, will be in charge.

The name of the Advertisers' Service, Tulsa, Okla., has been changed to The Owens Advertising Agency, of that city, taking the name of the owner, Kent J. Owens.

V. J. Galbo, assistant production manager of the Wm. H. Rankin Company, Inc., New York, has been made production manager, succeeding the late James Hoffman.

The George W. Reese Advertising Agency, Inc., of New Orleans has established a branch office at Jackson, Miss., under the management of Miss Earlene White and Mrs. Ligon Smith Forbes.

William H. Schaeffer has joined the Shuman-Haws Advertising Company, Chicago, as vice-president, succeeding R. R. Shuman, who has disposed of his interest in the firm to R. C. Haws.

Austin E. McNeill has left his desk on the Sunday section of the San Francisco Examiner and has joined the advertising staff of Emil Brisacher, Flood Building, San Francisco.

Clarke Schouboe, former production manager and account executive with the Botsford-Constantine Advertising Company of Portland, Ore., is now associated with Miss Amie B. Brunn of the Brunn Advertising Service in that city.

Robert R. Thien, an advertising man of 13 years' agency experience, largely in New York City, has joined the service staff of McManus Incorporated, of Detroit.

The J. Walter Thompson Company, advertising agency, now located in the Lytton Building, Chicago, has signed a ten-year lease for three-quarters of the eighth floor in the new north section of the Wrigley Building and will remove to its new quarters on May 1, 1924.

W. C. D'Arcy, of the D'Arcy Advertising Company, St. Louis, Mo., has been appointed to represent the Associated Advertising Clubs of the World as a member of the Cooperative Council of the American Peace Award, made up of different trade organizations seeking to devise a plan for world peace, as suggested by Edward W. Bok.

T. B. Browne, Ltd., have opened an office in Post Office Chambers, 333 George street, Sydney, N. S. W., Australia.

AMONG THE ADVERTISERS

WILLIAM G. ANDREWS, formerly with the advertising department of the William Taylor & Co.'s department store, Cleveland, is now advertising manager for the chain of retail shoe stores operated in Cleveland and other Ohio points by Elmer G. Volkmor.

Mary Caroline Crawford, secretary of the Advertising Women's Club of Boston, put in her spare time this Summer working in her Social Service Publicity office in the Little Building on a book to be called "Famous Families of Old New England."

R. G. Ewell recently took charge of his new position as advertising manager of the Wayne Tank & Pump Co., at Fort Wayne, Ind.

Clark H. Galloway, formerly of the rewrite desk of the Chicago Tribune and more recently of the faculty of the University of Kansas, is now director of advertising and publicity for the Continental Gas & Electric Corporation, Omaha.

Miss Elsie Seeligman, formerly editor of Tavern Topics, has become advertising manager of the American Druggists Syndicate, Long Island City, N. Y.

R. W. Lillard has been made director of publicity of the Lindner Company, Cleveland, a Euclid avenue specialty house.

WITH THE SPECIALS

FARLEY & GODVIN, INC., 25 Beaver street, New York City, eastern financial advertising representatives, have added the Minneapolis Journal and the San Francisco Journal to their list.

T. L. Ryan, general manager of the St. Louis Star, announces that the S. C. Beckwith Special Agency will represent it in the national advertising field.

NEWS SERVICES AND SYNDICATES

GEORGE T. McCONVILLE, for seven years connected with the St. Paul bureau of the Associated Press and before that a Dispatch-Pioneer Press reporter, has been promoted to the correspondent's post of the Associated Press in Milwaukee, in charge of the Wisconsin service.

J. E. Clark, formerly on the staff of the Charlotte (N. C.) News, has opened a trade and commercial news bureau in Charlotte.

I. C. Kartack has been succeeded as Associated Press correspondent at Fargo, N. D., by P. R. Mickelson, formerly of the Green Bay, Wis., bureau. Mr. Kartack becomes a state editor in Wisconsin.

Joseph E. Sharkey, for eight years correspondent of the Associated Press at Tokio and who has recently been reporting the peace conferences at Washington, Geneva, the Hague and both the conferences at Lausanne, has now taken up his headquarters at Geneva.

J. J. Rowlands, for six years Boston manager of the United Press Association, has resigned to accept an important editorial position with the National Sportsman, of Boston. He is succeeded by James A. Moran, who has been Rowland's assistant for two years.

E. J. Johnson, Columbus manager of the United Press, has returned from a vacation spent in Kansas. He was relieved by John Smart, manager of the Cleveland bureau, who was relieved by E. J. Mullen.

H. R. Cox, of the New York office of the United Press, has been appointed manager of the bureau at Lansing, Mich., succeeding Perry Freeman, who is going into other business.

R. William Langley, who was formerly in charge of state features on the Bridgeport (Conn.) Herald, and Todd Wright, of the Des Moines (Ia.) Capital staff, have joined the New York office of the United Press.

Paul R. Mallon, of the New York staff of the United Press, has been taking his vacation among old friends at Louisville, Ky.

G. P. Overton, manager of the Indianapolis bureau of the United Press, is spending his vacation fishing in interior Indiana. He is being relieved by E. C. Derr of the Chicago office.

Joe Jones, assistant to J. H. Furay, foreign editor of the United Press, is spending his vacation at his old home in Missouri.

Joseph E. Boyle who has been correspondent for the Associated Press at Austin, Texas has been transferred to Madison, Wis., as correspondent, taking the place of Owen L. Scott who has been assigned to duty in the Chicago office. W. C. Grant has been appointed correspondent at Austin, succeeding Boyle.

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium
A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times
Circulation 30,237 Member A. B. C.
KELLY-SMITH CO.
Marlborough Bldg. New York
Lytton Bldg. Chicago

"In Boston It's the Post"
Circulation Averages for 1922
BOSTON DAILY POST
396,902
Copies Per Day
BOSTON SUNDAY POST
401,643
Copies Per Sunday
First in Local, General and Total Display Advertising

A Special Opportunity To Buy a Stereotype Press
Due to the consolidation of The Evening Standard and The Daily Star at New Rochelle, N. Y., the undersigned, the owners of the Standard-Star have for sale,
A 20-PAGE HOE PRESS
Which is surplus equipment and will be disposed of as soon as possible. This is a 20-page Hoe Rotary Press, a superior machine in many ways and capable of turning out a fine product. It is in running operation daily and may be inspected by prospective purchasers at any time.
It has a capacity of 4, 6, 8, 10, 12, 16 and 20 pages of 8 columns, 12 ems. It will print 20,000 per hour of 4, 6, 8, or 10 pages inset, or 10,000 per hour of 12, 16 or 20 pages collect. With the press is also a stereotype equipment.
The equipment will be offered at an advantageous price to the purchaser. For further particulars call or address
WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

Business Is Fine In Baltimore
The Automobile Commissioner reports the sale of
1000 AUTOS EVERY WEEK
You Can't Cover Baltimore Without
The Baltimore News
and
The Baltimore American
Ask for present-day facts on the Baltimore situation.

New Records

From nothing to 200,000 in seven months on Sunday—From 25,000 to 200,000 in eleven months Evenings. Watch for the next chapter.

DETROIT
Evening and Sunday
TIMES

IN NEW ORLEANS NOW IT'S THE STATES

Largest afternoon city circulation.
Largest afternoon circulation in New Orleans trading territory.
Total daily over 52,000
Total Sunday over 77,000
1922 advertising gain, 1,025,432 agate lines.
Greatest record in the South.
Get complete information on New Orleans situation before deciding on advertising campaign.
Represented by
JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco
and
S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 20,347 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

New Haven Register
is New Haven's Dominant Paper
Circulation over 35,800 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

In New Orleans it's THE ITEM

WHAT OUR READERS SAY

Oldest Religious Paper

COLUMBUS, Ohio, Sept. 27, 1923.

To EDITOR & PUBLISHER: I note in your issue of Sept. 22, the statement that the Christian Observer of Louisville, claims to be the oldest religious newspaper in the world. The claim, I believe, is not justified. It is not even justified for the United States.

Some time ago while probing about in this field to see if Ohio could not lay claim to having had the first religious weekly in the United States, I encountered the Herald of Gospel Liberty, which was begun by Elias Smith at Portsmouth, N. H., September 1, 1808. The paper has been published continuously ever since, there and in other cities of the East, and in Dayton, O. In 1868, the paper was moved to Dayton, and is now published there under the original name.

There were in the period prior to the removal to Ohio, several variations of the name, but I am assured, there was never any interruption of the publication. It is the organ of the religious denomination known as the Christian Church. The Herald of Gospel Liberty is now in its 116th year.

OSMAN C. HOOPER,
Department Journalism, Ohio State University.

Schinner Attended the Fight

MILWAUKEE, Wis., Sept 27, 1923.

EDITOR & PUBLISHER: In your issue of Sept. 22, relative to sporting writers sent to cover the Dempsey-Firpo bout, I note that you credit the Milwaukee Journal with the lone representative from Wisconsin. Beg to state that you are in error in this respect. The Wisconsin News was the only Milwaukee newspaper to have a correspondent at the ringside. The Milwaukee Journal man is a New York representative. A. J. Schinner, sporting editor of the Wisconsin News and chairman of the Wisconsin Boxing Commission, reported the exhibition for his paper.

A. J. SCHINNER.

Did Not Exploit Strike

PHILADELPHIA, Oct. 2, 1923.

To EDITOR & PUBLISHER: Our attention was called to the statements in the article in THE EDITOR & PUBLISHER of September 22d, about the New York strike situation, one of them reading as follows: "All Philadelphia newspapers printed extra editions bearing 'New York Extra' on the ears."

This statement is in error so far as The Bulletin is concerned.

The Bulletin consistently refused to put out any special editions for New York sale, and we did not deem it proper to capitalize the New York situation for exploitation purposes or to bolster up circulation figures.

Although The Bulletin had orders from New York for many thousands of copies, we only supplied the usual daily demand for our regular editions through the channels of the established news companies handling the New York sale of The Bulletin the year round.

WM. SIMPSON,
Business Manager.

Gossip—and Gossip Only

SACRAMENTO, Sept. 15, 1923.

To EDITOR & PUBLISHER: In your article concerning the sale of the V. S. McClatchy half interest in the Sacramento and Fresno Bees to myself you give space to what you term "California gossip," which reported that "the brothers differed over support of Hiram Johnson, also on prohibition, and the Japanese questions," and you continue by giving some alleged incidents in connection therewith.

Kindly permit me to state that all that gossip commenced and ended with gossip; that there was not and is not one word of truth in it from beginning to end. There was no difference of opinion on these or any other questions; no clash as to the editorial policy of the two Bees.

The matter was simply a business proposition from beginning to end.

CHAS. K. McCLATCHY,
Editor and Proprietor, The Sacramento and Fresno Bees.

First With Quake Photos

SEATTLE, Wash., September 17, 1923.

To EDITOR & PUBLISHER: As a member of the staff of an independent newspaper on the Pacific Coast, I am writing to point out the fact that in the face of international opposition, the Seattle Times was able to publish the first photographs of the Japanese earthquake. Verification of this may be obtained from the New York Times and the Chicago Tribune, both of which got copies of the Seattle Times pictures.

When the S.S. President Jackson with the first survivors arrived in Victoria, B. C., it was met by a host of newspaper men and photographers representing virtually every newspaper in the United States.

Excepting the photographs obtained by an officer on the ship for the Seattle Times there was not a photograph of the earthquake scenes on the ship, but there were copies of an Osaka newspaper aboard containing photographs of scenes in Yokohama.

The Japanese paper's photographs were copied by a newsreel concern. In addition a Seattle newspaper "lifted" a Seattle Times photograph from the first edition containing the earthquake photographs and added to it a "fake" picture of a building afire in Yokohama, contrary to that paper's own story, that all the buildings in that city tumbled down after the quake.

The organization whose members copied the Japanese newspaper photographs after being beaten into Seattle by the Seattle Times pictures made strenuous efforts to stop the independent publications in the East and South from getting copies of the Seattle Times pictures. This statement may be verified by representatives of the P. & A. photo service and the New York Times who were in Seattle.

Thousands of dollars were spent by newspapers and news organizations to get first pictures of the earthquake. Since the Seattle Times was the first American publication to get and publish these photographs I feel that that paper is entitled to recognition and that newspaper workers are entitled to the facts of the outcome of the keenest race for photographs in newspaper history.

The Seattle Times happened to be the first paper to wireless the President Jefferson and asking that any photographs on the ship be obtained for its representative. Other publications made the same request by wireless later, but the fact remains that the Times got the only photographs aboard.

Credit for the work done by the Seattle Times is due to R. W. Buchanan, editor-in-chief, while the carrying out of his plans was done efficiently through co-operation of the staff and a system of service by airplanes, wireless and motorboats.

RUDOLPH BLOCK, JR.

Chronicle's Front Page Is News

LONDON, E. C. 4, September 12, 1923.

To EDITOR & PUBLISHER: May a London newspaper man who is a regular reader of EDITOR & PUBLISHER make good an omission in the article, "England Adopts U. S. Newspaper Methods," by Otis Peabody Swift in your issue dated August 25 last.

Mr. Swift mentions that among London daily newspapers the Express, Daily News and Westminster Gazette print news on the front page and then adds:

"No other morning daily paper, except the unimportant Labor Herald, prints news on its first page."

But why omit the Daily Chronicle, which has devoted the whole of its front page to news since 1904, and for some years before that date had a column news summary on page one? As the Daily Chronicle, with a certified net sale of over a million a day for the past 12 months, has the second largest sale in Great Britain, it should not be forgotten in a survey of the English press.

I am sure you and Mr. Swift will both forgive and welcome this correction.

EDGAR ROWAN.

Of Great Value

LONDON, Sept. 17, 1923.

To EDITOR & PUBLISHER: Herewith please find check for annual subscription to EDITOR & PUBLISHER as per your account.

Whilst writing you we should like to say that we find your paper of the greatest value and consider it should be read by all progressive publishers both in the United States and in this country.

C. P. RUTLEDGE,
Business Manager, National Poultry Journal.

Denies Circulation Fluctuations

By "Radiogram" to EDITOR & PUBLISHER
LONDON, Sept. 25, 1923.

To EDITOR & PUBLISHER: With reference to the interview with H. L. Gates, in your issue of Sept. 8, we deny emphatically the majority of statements which he made regarding the London Daily Sketch. The figures he presented on fluctuations in circulation are highly fantastic. Gates is alone responsible for them. His engagement with the Daily Sketch ended summarily. There is no possibility of his return to the paper. We request publication of this message. Letter follows.

(Signed) HEDDLE,
Managing Editor, Hulton Publications, London.

To Direct Kentucky Homecoming

Appointment of Aubrey Cossar, Kentucky newspaper and advertising man, as secretary of Kentucky's 1924 Homecoming celebration, has just been announced by Mayor Huston Quin, of Louisville. The selection of Mr. Cossar for this position has met with popular approval throughout the state. His appointment means his withdrawal from full-time participation in the business of Cossar and Davis, advertising agency, although he retains his interest in it. Cossar & Davis will give way to Davis & Company, which will be composed of Mr. Davis, Mr. Cossar, Robert Shapinsky and Albert Ainslie.

Location—
A Cost Factor

Location of your newspaper building affects production costs. An impartial survey by a *disinterested* newspaper building expert may give you a different viewpoint on the location problem. We have demonstrated this before—we can do it again for you.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production Operation
120 West 42nd St. New York

What the Public Wants

John A. McNeill, circulation manager of the newspaper "La Nacion" of Buenos Aires, recently arrived in the United States, said:

The newspaper that prints the best news today gets the circulation, no matter how much may be spent on features, novels and other stunts. The public wants good news service like that which is printed in The New York Times.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

To sell FOOD
for the 2,000,000 iceboxes and pantries of the New York market select the paper that is
FIRST in FOOD advertising
NEW YORK
EVENING JOURNAL

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in London.

Features by
Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Albert Payson Terhune
Chas. Hanson Towne
H. J. Tuthill
John V. A. Weaver
and others

The McNaught Syndicate, Inc.
Times Building, New York

The Washington Bee
AMERICA'S PREMIER NEGRO JOURNAL
WASHINGTON, D. C.
ESTAB. 1870 BY W. CALVIN CHASE

Not a Class Publication, but a Paper Essential to the Community.

Local and National Circulation.

Our long, faithful, goodwill service, together with our bona-fide circulation, warrants serious consideration of ADVERTISERS.

MAY WE SERVE YOU?

Short Talks on Advertising
By Charles Austin Bates

Written with the idea of helping to accomplish four things:
(1) To convert to newspaper advertising the local merchant and manufacturer who do not now use it.
(2) To make better and stronger advertisers of those who are already in.
(3) To further educate the reading public in the reliability, truthfulness and economic value of advertising and the advantage of buying advertised merchandise.
(4) To insure from national advertisers the consideration newspapers should have in comparison with all other media.

Complete information on request.

CHARLES AUSTIN BATES
33 W. 42nd Street New York

READING
CARPENTER
IS
SEEING
THE WORLD

CARPENTER'S
WORLD TRAVELS
Washington D. C.

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Will make up lists in October for the Sargent Company, New Haven, Conn.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Making contracts for the American Radiator Company.

George Batten Company, 383 Madison avenue, New York. Will make up lists shortly for Minute Tapioca Company, Orange, Mass.

Dr. Berthold A. Baer, Marbridge Bldg., New York. Placing account for Consolidated Cigar Company, "Harvester" cigars, etc., New York.

S. C. Baer Advertising Agency, 810 Keith Bldg., Cincinnati, O. Placing account for Ficks Reed Company, furniture, Cincinnati, O.

Blackett & Sample, 58 East Washington street, Chicago. Using 90 lines by two columns, twice for Van Ess Laboratories.

Blackman Company, 120 West 42d street, New York. Placing orders with some Middle West newspapers for P. Lorillard Company, "Muriel" cigars, 119 West 40th street, New York.

Blow Company, 116 West 32d street, New York. Making 2,800-line contracts for S. Glemby's Sons.

Brotherton Company, 10 Peterboro, West, Detroit. Making 10,000-line contracts for the Ford Motor Company.

Rufus B. Burnham, 110 East 42d street, New York. Placing account for Oakville Co., "Clinton" safety pins, Waterbury, Conn.

Burns-Hall Agency, Merrill Bldg., Milwaukee. Using 675 lines, once for Silver Flash.

Calkins & Holden, 247 Park avenue, New York. Will make up lists in October for The New Jersey Zinc Company, 160 Front street, New York City.

Capehart-Carey Corporation, Times Bldg., New York. Making 1,000-line contracts for Melodew.

Collins-Kirk, Inc., 400 North Michigan avenue, Chicago, Ill. Making contracts with some Western newspapers for John F. Jelke Corp., Oleomargarine.

Critchfield & Co., 337 West Jackson Boulevard, Chicago. Sending out schedules for Firestone, Apsley and Company (Rubber Footwear) for distribution among Eastern papers.

George S. DeRouville, Albany County Savings Bank Bldg., Albany, N. Y. Making yearly contracts for the Albany Felt Company.

Dolman Company, 336-8 New Call Bldg., San Francisco. Placing orders with some Middle West and Pacific Coast newspapers for the Majestic Electric Appliance Company, San Francisco.

Dorrance, Sullivan & Co., 130 West 42d street, New York. Making new contracts and renewing old ones for the winter of 1923 and spring of 1924 for the Studebaker Corporation of America; making contracts and sending out orders to New York State and New England newspapers generally for 10,000-line contracts for Boyce & Veeder Company, Long Island City, for their super-fuel ingredient for automobiles (Boyce-ite). Sending out orders to Southern newspapers and New England newspapers for Lever Bros., Cambridge, Mass., "Pineglow Shampoo."

George L. Dyer Company, 42 Broadway, New York. Placing account for the Troy Chemical Company, Binghamton, N. Y.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Will make up lists in October for Ditto, Inc., 530 South Dearborn street, Chicago; sending out copy for general distribution on Reserve Remedy Company.

Evans & Barnhill, Inc., 247 Park avenue, New York. Reported will shortly send out orders to newspapers for Ingersoll Watch Company, 30 Irving place, New York.

Federal Advertising Agency, 6 East 39th street, New York. Will make up lists this month for the E. S. Kleinert Rubber Company, New York; placing schedules with newspapers in various sections for the Tobacco Products Co., "Tareyton" cigarettes, 44 West 18th street, New York.

Friend Advertising Agency, 171 Madison avenue, New York. Placing orders with newspapers in various sections for Hair Specialty Co., Wm. J. Bramdt's Liquid "Eau de Henna," 24 East 21st street, New York, N. Y.

Fuller & Smith, 800 Bulkley Bldg., Cleveland, Ohio. Will make up lists in October for Gainaday Electric Company, Pittsburgh, Pa.

Gardner-Glen Buck Company, 1627 Locust street, St. Louis. Will make up lists this month for the Leavitt Manufacturing Company, Urbana, Ill.

Gray Advertising Company, 14th & Oak streets, Kansas City. Making contracts with some Middle West and Pacific Coast newspapers for Barbo Mfg. Co., toilet articles, Kansas City, Mo.

Charles C. Green Agency, 15 West 37th street, New York. Sending out orders for Peptomangan.

Guenther-Bradford & Co., 7 South Dearborn street, Chicago. Making 3,000 line contracts for George H. Mayr.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Making yearly contracts for Famous Players-Lasky Corporation.

Honig-Cooper Company, 74 New Montgomery street, San Francisco. Placing orders with Middle West and Pacific Coast newspapers for D. Ghirardelli Co., Chocolate, Tea., San Francisco, Cal.

Atlee T. Hunt Company, Syndicate Bldg., Oakland. Placing account for the Listo Pencil Corp., pencils, Alameda, Cal.

C. Ironmonger Agency, 23 East 26th street, New York. Making contracts for Frank Tourists.

Izzard Company, Times Bldg., Seattle. Will use large newspaper space for the Skookum Packers' Association, advertising Skookum Apples.

Wylie B. Jones, 107 Chenango street, Binghamton, N. Y. Making 2,800-line contracts for Parisian Sage, Rheuma, Peterson's Ointment.

H. W. Kastor & Sons Company, Lytton Bldg., Chicago. Making 3,000-line contracts for the Lyko Medicine Company; reported to be placing account for Orange Crush Company, Soft Drink, Chicago, handling new list of Q. R. S. Music Rolls.

Klau-Van Pietersem-Dunlap, Inc., 131 Second street, Milwaukee, Wis. Placing account for the Arnold Electric Co., Electric Vibrators, Racine, Wis.

H. E. Lesan Agency, 440 4th avenue, New York. Making 1,000-line contracts for the New York, Hartford & New Haven Railroad.

Lord & Thomas, Wrigley Bldg., Chicago. Making 10,000-line contracts for the Palm-Olive Company, and 5,000-line contracts for the Pepsodent Company. Making 5,000-line contracts for the Tyrrell Hygienic Institute.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago, Ill. Reported to be placing account for National Toilet Co., "Nadine," "Nadinola," Paris, Tenn.

Robert M. McMullen Company, 522 Fifth avenue, New York, N. Y. Again placing orders for readers with newspapers in various sections for American Cranberry Exchange, "Fatmor" cranberries, 90 West Broadway, New York. Making 2,680-line contracts for the Products of the Standard Milling Company.

Mitchell-Faust Advertising Company, Tribune Building, 7 South Dearborn street, Chicago. Sending out renewals for Armour & Co., hams and bacons.

Morse International Agency, 449 4th avenue, New York. Reported to be placing account and will use newspapers in East and Middle West for White-Warber Co., Household and Quaker Ranges, Taunton, Mass.

Moss-Chase Company, 425 Franklin street, Buffalo, N. Y. Placing orders with newspapers in various sections for Niagara Wall Paper Company, Niagara Falls, New York.

Patterson-Andress Company, 1 Madison avenue, New York. Making 5,000-line contracts for the Curtis Publishing Company.

Frank Presbrey Company, 247 Park avenue, New York. Making 1,000-line contracts for J. E. Caldwell & Company.

Power, Alexander & Jenkins Company, Madison Bldg., Detroit. Planning campaign for the Westcott Motor Car Company, Springfield, Ohio.

Reardon Advertising Company, Quincy Bldg., Denver. Sending out 36-line orders for Trunk Brothers Drug Company.

F. P. Remington Advertising Agency, 1280 Main street, Buffalo, N. Y. Placing orders with newspapers in various sections for W. H. Comstock Company, "Dr. Morse's Indian Root Pills," Morristown, N. Y.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Using 49 lines, twice a week for Arrow Collars.

Wm. R. Robinson & Co., 949 Broadway, New York. Making new contracts and sending out copy for Listerated Gum.

Ruthrauff & Ryan, 404 4th avenue, New York. Making 3,000-line contracts for the Advertised Products Company.

George M. Savage Agency, 55 Adams avenue, West, Detroit. Placing orders with newspapers generally for W. H. Hill Company, "Hill's Cascara," Bromide Quinine, Detroit; reported to be placing account for Lexington Motors Company, Connersville, Ind.

Schiele Advertising Agency, Central Nat. Bank Bldg., St. Louis. Making 2,000-line contracts for the Union Pharmacal Company.

Frank Seaman Company, 470 4th avenue, New York. Making 1,000-line contracts for the Mentholatum Company.

Sehl Advertising Company, 139 North Clark street, Chicago. Sending out copy for enlarged space on Calumet Baking Powder Company.

Allen G. Smith, Dayton Bldg., Kansas City. Sending copy to newspapers and weeklies on Milton Laboratories, Kansas City.

Stack Advertising Company, 29 East Madison street, Chicago. Preparing general advertising for Swift and Company (Brookfield Butter).

J. Walter Thompson Company, 244 Madison avenue, New York. Making 1,000-line contracts for William R. Warner & Company & Allied Companies. Sending out orders for Dr. Bell's Pine Tar Honey.

Thresher Service Advertising, 136 Liberty street, New York. Making yearly contracts for Carpenter & Co.

Wales Agency, Topeka, Kansas. Sending out copy to selected list of newspapers and monthly publications on Santa Fe watch; using 140 lines, 10 times for the Crown Corset Company.

Wallerstein-Sharton Company, 70 West 40th street, New York. Making 2,800-line contracts for the Phillips-Jones Corporation (Van Heusen Collars).

Williams & Cunningham, 6 North Michigan avenue, Chicago. Using color pages throughout the country for the Northwestern Yeast Company.

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY
They are best covered by the
Topeka Daily Capital
TOPEKA, KANSAS
Only Kansas Daily with a General Kansas Circulation
Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.
Supplies market data—does survey work—gives real co-operation.
Arthur Capper
PUBLISHER
MEMBER A. B. C.—A. N. P. A.

The Syracuse Herald
SYRACUSE, N. Y.
Is first in Syracuse leading the second paper by 2,158,316 lines for total advertising for 1922.
First in total; local; national lineages.
Special Representatives
PRUDDEN, KING & PRUDDEN, Inc.
286 Fifth Ave. N. Y. City
Steger Bldg. Chicago, Ill.
Globe Bldg. Boston, Mass.

in WISCONSIN
The Sunday Telegram has BY FAR the largest circulation of ANY Wisconsin newspaper. It is fast gaining the recognition of national advertisers who seek to capture this rich market.
INVESTIGATE!
Learn the truth of the latest audits, and you'll use the
Milwaukee Telegram
REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

The Indianapolis News is different
A survey from The News merchandising department gives facts about this market, not reasons, real or fancied, why you should advertise at once.
The Indianapolis
NEWS

THE BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.

BOSTON AMERICAN

A NATIONAL HIT !!

Circulation Builder!
Increased Advertising!

What homes have been waiting for:

THE PARENTS' PAGE

(A limited number of writers know the subject. WE HAVE THEM!)

Don't Lose This Opportunity.

Hol-Nord Feature Service
500 Fifth Avenue, New York City

The Buffalo Evening News Is

FIRST —in News
—in Advertising
—in Circulation

The Greater Buffalo territory comprising 800,000 people can be effectively and almost completely covered by the sole use of Buffalo's biggest newspaper. Read by 85% of the English-speaking families in Buffalo.

A. B. C. circulation 6 months ending March 31, 1923, 114,403 net paid.

The Buffalo Evening News

Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg., New York, N. Y. Lytton Bldg., Chicago, Ill.

OVER
64,000

LARGEST EVENING CIRCULATION IN IOWA

The Des Moines Capital

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

EVERY automobile dealer in your city ought to take space on a page which contains only slogans of their various cars. Prizes can then be offered by either the paper or the dealers for readers guessing the correct car for each slogan. —C. C. Moyer, San Diego Sun, San Diego, Calif.

Almost any kind of "stunt" done by an automobile in the way of hill climbing or high gear work is always good for a page or two of advertising, but the San Diego Sun finds a 247-mile economy run to be a yearly event, which pays well and arouses considerable enthusiasm among the automobile dealers. The paper donates a sweepstakes loving cup, and the Chamber of Commerce and other organizations each put up class cups. At the completion of the run the four or five winners always run a page or a double truck each. Gasoline and oil companies, tire firms, etc., can also usually be persuaded to advertise their wares which "made possible the wonderful record of So-and-So's car.—C. C. Moyer, San Diego Sun, San Diego, Calif.

Ever get up a telephone double-page spread? Run a cut of a desk phone in the center, with lines drawn to the telephone numbers in the surrounding advertisements of local merchants, and with the streamer appeal: "Use your telephone for your shopping and save time and trouble." In the various spaces, you can assign reasons for use of telephone, such as "phone service to customers guaranteed," etc.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Merchants of Muncie, Ind., enlisted the help of the Mayor of the city, the Muncie Advertising Club and the Chamber of Commerce in a full page ad extending an invitation to Muncie's First Community and Dollar Sales Day. No store advertising appeared on the sales day announcement page, but attention was called to later issues in which merchants ran large individual ads. The boxed invitations from the mayor, ad club and chamber of commerce raised the occasion above its usual commercial aspect.—Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

The dentists in a northwestern city recently conducted a "teeth conservation" drive, utilizing paid newspaper space to lay their message before the public. The publicity campaign ran for three months with a quarter page twice weekly.—Bert A. Teeters, Lock Box 295, Springfield, O.

Ice consumption the year around has been materially increased in an Ohio city through the policy of the producers in carrying on a publicity campaign showing the advantage of keeping food and perishable items on ice even in winter. Have the dealers in your city published such a series of advertisements?—Bert A. Teeters, Lock Box 295, Springfield, O.

The Birmingham News is making a special circulation offer to school children. For those turning in two new subscriptions the circulation department offers a completed pencil box and outfit. For those who turn in three new subscriptions they are giving away a waterproof school bag and for those who turn in five subscriptions a fountain pen of a well known make is offered. All three prizes are of good quality and are very useful. The News made the offer one week before school opened and received much co-operation from the school children.—Helen Bethea, Southern News Service, Box 2472, Birmingham, Ala.

In a drive to secure more interest in the city in a local college, a series of instructive advertisements were published, a group of progressive men in the city paying for the space.—Bert A. Teeters, Lock Box 295, Springfield, O.

Salt Lake City Telegram is offering a ton of coal to the person who makes the best guess as to when snow will fall in the city this winter. Day, hour and minute must be given and the winner will be decided by consulting the records of the local weather bureau.—Fred L. W. Bennett, 1051 7th East street, Salt Lake City, Utah.

An eastern Canada newspaper has originated a potato buyers' page during the months of October, November and December. All buyers have been solicited to buy advertising in this page, there being no limit to the size of each advertisement. Two columns of news matter concerning local potato conditions were used in the middle of the page. Seventy per cent of the potato buyers approached, including many from outside the city, agreed to buy advertising in this page, inserted once weekly for the three months.—W. McNulty, St. John, N. B., Canada.

A good stunt adapted from a similar one used on classified is to publish the name of some local resident in 6 point type in the body of some display advertisement twice each week, paying $1 in cash to the person named if called for in person within 24 hours after publication and the advertisement named. The plan secures closer and early reading of all the display.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

The Fort Wayne (Ind.) News-Sentinel has instituted motor truck delivery to eight towns difficult to reach by rail. The truck, which is a one-ton Ford equipped with 16-valve motor, makes the 93-mile trip daily in three and a half hours, leaving with the 2 30 edition and back at 6 o'clock. Only 12 miles of the 93 are paved. Some of the communities could only be reached by rural route. Others had to receive early editions because of train schedules. Subscribers are now served with later editions than formerly, and the plan has already proved to be a real circulation builder.—J. T.

A novel little guessing contest can be run by publishing photographs of the backs of prominent people and then offering a little prize to the first one who correctly guesses who it is. This scheme was tried out by a paper in the north and found to be productive of a worth while circulation boost.—Russell Raymond Voorhees, Miami, Fla.

The Sentinel at Cottage Grove, Ore., has developed an advertising feature that is proving more profitable than its originators contemplated. Ten point black face readers are inserted among the personals. At first the charge was double that for 8 point roman, or 10 cents the line. The feature has become so popular that it has been necessary to raise the price to keep down the demand. The rate now is 18 cents for such notices when of two lines or more, or 25 cents when of only one line, which gives a rather high return for the space used. The circulation is 1,000.—E. B.

CIRCULATION GROWTH
DURING 1923

will be an important factor in obtaining advertising for 1924. The Hollister plan will bring you the same amazing increases in circulation as it has lately brought to such papers as The Memphis Commercial Appeal, The Atlanta Journal, The Dallas Morning News, The Indianapolis News, The Washington Post. Favorable dates are available for immediate campaigns.

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

MILWAUKEE

is the ideal try-out market. Representative in size—not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—

The Milwaukee JOURNAL FIRST-by Merit

NEA NEA

Daily features don't cover the full scope of NEA Service.

SPECIAL SERVICES ON BIG NEWS EVENTS ARE INCLUDED WITH THE REGULAR SERVICE AND AT NO EXTRA CHARGE.

NEA SERVICE INC. 1200 W. 3RD STREET CLEVELAND, OHIO. NEA

Can Your Mail List Costs Be Cut?

FROM $250 to $500 a year can be saved by publications with daily mail lists of as low as 2,000 subscribers by eliminating the "unnecessary costs" of handling the mail list and addressing publications.

Have you any "unnecessary costs"? What are they? How much do they amount to? Our Mail List Cost Sheet will enable you to answer those questions. Send for it today. It's FREE.

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO

NEW ENGLAND PAPERS BACK ODD THRIFT PLAN

Public Spirited Citizens Give $1,000,000 for Civic Use by Placing $10 in Trust for 300 Years

That newspaper advertising creates good for everybody was never better exemplified than by "The Million Dollar Campaign" which several of the leading newspapers are sponsoring, and by which conservative New England is going to profit to the extent of more than a billion dollars in the greatest move for thrift ever fostered by the press.

According to the idea, which is copyrighted by Wayne C. Smith of Meriden, Conn., the newspaper takes the initiative by deciding to raise for its city a sum varying from $16,000,000 to $100,000,000. It next decides what savings bank, national bank, or trust company, shall be favored with the fund. The paper then secures the 16 to 100 public spirited individuals who will each give one million dollars to their native city.

The novelty of the idea, and one which drives home the lesson in thrift so clearly, is that each of the million dollar donors deposits but $10 in the bank which the newspaper selects, with the understanding that each $10 must remain at interest until it has amounted to one million dollars, when it will become available for civic use. It involves a period less than 300 years, and the newspaper always maintains the prestige of raising this almost unbelievable sum for its city. Such fund will be sufficient to build and maintain playgrounds, hospitals, homes for the aged, parks, roads, schools, colleges, etc.

New England's prominent bankers are becoming intensely interested in the idea since the money deposited can never be withdrawn until the required sum has matured. Then a large portion of it is likely to be converted into a permanent trust fund for the city. It is a great revenue getter for the bank since there is practically no principal involved in accumulating these millions, and if a bank borrows at 4 per cent and loans at 6 per cent, then an amount equal to 50 per cent of the interest paid to depositors is profit for the bank. If the newspaper raises $100,000,000, then $50,000,000 represents the bank's profit during the period of maturity. One business manager of a Massachusetts newspaper, who is raising $75,000,000 for his city, was paid $850 by the progressive bank that wanted the account for its savings department, the trusteeship for its trust department, as well as the advertising which dominated 11 pages. The idea strongly appeals to the vanity of the donors, who enjoy the notoriety by being heralded as philanthropists in their community.

One large manufacturer in Meriden, Conn., donated a bronze chest in which to preserve, until the fund matures, a copy of the Meriden Morning Record printed on parchment and containing the story of the gift, and pictures of the donors. The bank also offered prizes for the best letters suggesting how the money should be spent, and these letters, the product of fertile imaginations, will also be placed in the chest for preservation.

The Federal Reserve Bank, if it is in existence 12 generations hence, will have some large problems to solve when these tremendous sums, greater than the total Liberty Loan Issue, become available for public use.

RESUMES FORMER EDITORSHIP

Gonzales Succeeds Ball on Columbia (S. C.) State

William E. Gonzales has resumed the editorship of the Columbia (S. C.) State, after nine years' absence in diplomatic service, as Minister to Cuba and Ambassador to Peru. He takes the place of William W. Ball, who recently resigned to become dean of the newly established school of journalism in the University of South Carolina.

W. E. Gonzales

Both men were guests of honor at a dinner given by the staff and other coworkers on the newspaper at the Jefferson Hotel, Columbia, Sept. 25.

Other guests at the banquet included J. C. Hemphill, editor of the Spartanburg (S. C.) Journal; W. D. Melton, president of the state university; William Elliott, counsel for the Columbia State; Marion B. Alexander, until recently night editor of the Associated Press in Columbia, who has resigned to travel abroad; and Fitz Hugh McMaster, former city editor.

32-Page Daily Printed at Fair

The Red Wing (Minn.) Daily Republican published a 32-page daily edition on the State Fair grounds in St. Paul, during the week of the fair, at which the paper had an exhibit showing the newspaper in the making.

SUPPLIES & EQUIPMENT

For Newspaper Making

For Sale.
Goss Comet press, only a few years old, in fine condition, can be seen running until about Dec. 15. Price $5,000. Address Box C-612, Editor & Publisher.

A LARGE ASSORTMENT Of Very Good USED NEWSPAPER PRESSES

Are now available for early delivery consisting of Scott, Hoe and Goss Quadruple and Sextuple Machines, taken in part payment for the famous Scott Multi-Unit Presses.

WRITE IF INTERESTED

Walter Scott & Co.
PLAINFIELD, NEW JERSEY
CHICAGO 1441 Monadnock Block — NEW YORK 457 Broadway

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First— Progress Always

We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET NEW YORK CITY

No. 7 Water Street Boston, Mass. — Tribune Building Chicago, Illinois

For Sa'e—
Campbell Web Multipress, printing from typ forms, 4, 6 or 8-page papers, 6 or 7 column wide, paper page 22 in .long, with 20 H.P. mo tor, alternating current. For sale only be cause a larger press has been installed. Lo price for quick sale. Details and sampl paper on request. Baker Sales Company, 20 Fifth Avenue, New York City.

Printers' Outfitters
Printing Plants and business bought an sold. American Typefounders' products, print ers' and bookbinders' machinery of every de scription. Conner, Fendler & Co., 96 Beekma St., New York City.

Cline-Westinghouse Double-Motor Drive with full automatic push-button control.

Cline Equipment is new in operation, not only throughout the United States, Canada and Mexico—but in Europe, Asia, Africa, Australia, South America and the Philippines. You find them everywhere.

QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO CHICAGO
CLINE WESTINGHOUSE

MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th Street NEW YORK

GOSS
Straight-Line, High-Speed
PRESSES

Have earned so fine a reputation for both quantity and quality of output that our great plant is taxed to its utmost to supply the demand for Goss Equipment.

For a better-printed paper, quicker,
"Tie to the Goss"
Catalog on Request

The GOSS PRINTING PRESS CO. 1535 S. PAULINA ST. CHICAGO ILL.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Children's Features

HOME-MADE MOVIES
A great stunt for the kiddies.
Ten 2-column installments. Ask for proofs.
Cobb Shinn, 207 Fair Bldg., Indianapolis.

Colyums

DAILY CHIT CHAT
Standard Feature Service,
606 Eastern Ave., Janesville, Wis.

Comic Strips

FAMOUS FANS—in 3 col.; great stuff.
KIDDIE KAPERS—in 2 col.; real kids.
Columbia Newspaper Service, 799 B'way, N. Y.

Short Fiction

"BACKBONE OF OUR SUNDAY TABLOID MAGAZINE"
Writes Omaha Bee. Many use our stories full page. Full page mats available.
Metropolitan Newsp. Svs., 150 Nassau St., N. Y.

Fiction

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.
Service for Authors, 33 West 42d St., New York

STORIES
Constance Edgerton
606 Eastern Ave., Janesville, Wis.

THE THIRTEENTH GIRL
5,000 words
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Photo News Service

SEND US YOUR NEWS AND FEATURES
Pictures. We pay $3 and $5 for each accepted.
Kadel & Herbert,
153 East 42d St., New York City.

WE BUY NEWS AND FEATURE PHOTOS.
$3.00 and upwards paid.
Photonews Company, 142 W. 32d St., New York.

Thrill Pages

FULL PAGE MATS OR SETTING PROOFS
Deeds of high emprise and glamour.
Metropolitan Newsp. Svs., 150 Nassau St., N. Y.

"QUICK STICK"

Paste Powder

Mixes Quick
Sticks Quick
Dries Quick

Made from pure vegetable gum. A tenacious white paste which "takes hold" instantly and sticks tight. Guaranteed not to sour or mold. Costs less.

MANUFACTURED ONLY BY
THE COMMERCIAL PASTE COMPANY
COLUMBUS, OHIO

List Your Features in the Editor & Publisher Directory of Leading Features

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Circulation Manager.
Here's a rare combination: Youth and experience. I want to connect with an evening newspaper in the city not over 300,000 where there is a genuine opening for a high calibre man. 14 years' experience from ground up including 8 years' circulation management. Experience on five newspapers in different sections has put me in a position to know what's right in circulation ethics. Have worked in New England, Middle West, Intermountain States and the Pacific coast. My experience has led me through every angle of detail in the department, from route carrier to solicitor, mail machine to A. B. C. books. Carrier home delivery and single mail promotion my long suit, but I know dealers, agents and newsboys as well as the best of 'em. If you have a real opening for a man who can handle your circulation department intelligently and efficiently, who knows circulation, promotion and finance from top to bottom, and can see things from the publishers' point of view, then you need not look further. I prefer to locate in the Intermountain or Pacific States and would be willing to make some salary sacrifice to get in with a newspaper just establishing. At present I am drawing $3,200. Will be at liberty October 15th. Willing to come for interview with half transportation paid. Highest of reference from five newspapers and plenty of character reference. 28 years old. Married. I. C. M. A. member. Address Advertiser, care A. Rowland, 3000 Kingsbridge avenue, New York City.

A Builder of Newspapers
that dominate their fields will consider offer of managing editorship, with broad powers, city of 40 000 to 100.000, preferably, Ohio, Indiana, Illinois, Michigan or Wisconsin. Age 32; have family. Coupled with exceptional aptitude, is sixteen years' in newspaper work, comprising unusually wide, varied experience. Given authority measuring up to responsibility, advertiser is known quantity—an able creator of lasting reader prestige, circulation and profits. Permanent connection preferred; would consider year contract with renewal option for longer period. Address Box C-624, care Editor & Publisher.

Editor
With metropolitan newspaper, news service and small city daily experience, seeking position of trust and responsibility. Married and at age in life where best work will result. Address C-632, Editor & Publisher.

Advertising Manager
A level-headed, capable executive, copywriter and salesman who has a knack of making and holding friends; seeks connection with live paper (on a dead one now), preferably in the south. Not a wizard nor job hunter, but a consistent producer with 15 years' experience in every department of newspaper making. Excellent references. 31 years old; married. Nothing less than $60 a week. State your proposition fully. Address Box C-614, Editor & Publisher.

Advertising or Business Manager
or both open for position at once. Age 35, married, references, 15 years experience. Four years with Marion Ohio Tribune. Address I. R. Van Aurmen, 700 8th St., Lorain, Ohio.

All Round Newspaperman
who has been publisher himself, able to take charge business management, editorial department or advertising, seeking position in medium size or small city. Available immediately. Will come on job for nominal salary. References furnished if desired. Quick action wanted. Address C-622, Editor & Publisher.

Press Camera Man,
feature writer, university graduate, ten years' general newspaper experience, wishes to get out of present rut and make bigger money. Now employed on daily in city of 65,000, and have been here too long. Age 32; married. Don't write unless you mean business and have something worth while. Address Box C-634, Editor & Publisher.

College Graduate
desires to start at bottom on editing side of small city daily or magazine—south or east preferred. Is not afraid of hard work. Salary secondary consideration; primary is forming a responsible connection with opportunity to make good. Address Box C-623, Editor & Publisher.

An Advertising Man
with references showing he is above the average advertising manager, salesman and copy writer; 10 years with one paper; 5 with another; has good reasons to offer why he wishes to make an immediate change. Address C-600, Editor & Publisher.

Circulation Manager's Assistant
desires change. Now connected with leading papers in city of 160,000 population. Would like position as Assistant or Circulation Manager with metropolitan daily. Have had nine years of practical circulation experience on evening, morning and Sunday publications, having served six years with present employer. Can take full charge; give best references and bond. Ready to go anywhere. Write or wire, Box C-601, care Editor & Publisher.

SITUATIONS WANTED

Circulation Manager Wants to Change
Young man, 32 years old, twenty years in circulation department. Nine years director and manager of circulation, now circulation manager on livest daily in state, have put on over 2,000 net paid circulation in ten months without contest or extra help. Service and courtesy is my motto. Position I want is where I can get cooperation from editor and business office. I know circulation, how to handle carrier as well as office end. What have you to offer. Address Box C-613, Editor & Publisher.

Classified Advertising Manager
Thoroughly experienced, wants position offering more chance for advancement. College education; neat appearing; age 27; best references. Also competent to take charge of display department. A steady and consistent producer. Address Box C-620, Editor & Publisher.

Auditor,
Assistant Publisher, Analyst, Credit Manager. 12 years metropolitan experience in the biggest positions of their kind. Desire change. B-918, Editor & Publisher.

College Man
seeks position as reporter on a small city daily. He is willing to start at bottom and give his best under any circumstances. Furthermore he is ready to start work at once if conditions are mutually agreeable. Box C-605, Editor & Publisher.

Double Your Classified.
Have method for doubling your business, all classifications, with a profit at the same time. No so-called system, only after 20 years' experience just know how to get it. Make real producers of green solicitors; train most efficient to continue the work. Not a commission proposition. Make stated charge for stated time. Increased business one paper 800 per cent in 13 weeks; New Jersey daily trebled business in 4 weeks; Ohio daily increased business 400 per cent in 6 weeks. Full particulars and references on request. Send copies of all your city papers. Only at liberty October to March. Can take on 2 papers this winter. William H. Yale, 185 Church St., New Haven, Conn.

Advertising Manager
For small or medium sized city daily able to handle layout work and build new business. Available immediately. Address C-631, Editor & Publisher.

Foreman Stereotyper.
If you have a vacancy in the Stereotyping Department, and desire the services of a thoroughly practical and experienced Foreman, who understands how to attain the best results, keep fast schedules at a minimum of cost, and believes in the close co-operation between departments, the advertiser offers his services. Write or wire C-609, Editor & Publisher.

Newspaperman,
30 years old, wants position with strong country publication, either weekly or daily. Has had twelve years' experience and knows all branches; recently sold widely known weekly in middle western state. He is well educated, possesses sound judgment and has writing ability. Capable of assuming complete responsibility of a business. References furnished as to intelligence, industry, integrity and general qualifications. He prefers location in the West or Middle West. Address Box C-635, Editor & Publisher.

Young Man,
27, two years' publishing experience, seeks opportunity in editorial direction. Salary modest. Writes well, understands mechanics of paper making, but withal in infancy of powers, therefore bound to develop into constructive force for organization employing him. Address Box C-618, Editor & Publisher.

Situation Wanted—
Classified Advertising Manager—Married man, thirty-five years old with twelve years' experience on large newspapers, who lives, eats and drinks Classified would like a permanent position as Classified Advertising Manager to build classified somewhere. I write front-page publicity and can furnish best of references. "Go Getter Type." Write Lewis M. Nachman, 3108 Gilbert Avenue, Cincinnati, Ohio.

Successful Business or General Manager
age 36, temporarily open for position due to sale of property, seeks connection with newspaper in city under 250,000 population, or will accept management of advertising department on large city paper. Knows every angle of newspaper business. Personal interviews solicited without obligation on the part of employers. Write or wire Box C-629, care Editor & Publisher.

Wanted
Job as funny writer on newspaper. Address Box C-579, Editor & Publisher.

Cartoonist.
Twelve years' experience with Kansas City Star and Post previous to the war, lately discharged from U. S. Naval Hospital, Great Lakes, Ill. Graduate Missouri University School of Journalism 1915. Anxious for another start. Address Box B-998, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Solicitor
Experienced man with ability to prepare copy for practically all lines. State full particulars and salary wanted. Daily Press, Newport News, Va.

City Editor,
experienced, able to handle men and copy, to accept responsibility. Write giving complete information, experience, etc. Position now open. Ann Arbor Times News, Ann Arbor, Mich.

Competent Desk Man
whose intelligence, accuracy and speed will be quickly recognized by advancement with Massachusetts evening newspaper. Address Box C-636, Editor & Publisher.

Eastern Newspaper Has Opening
for an assistant business manager. Give references. State experience, political and religious preferences, also salary expected. Address C-633, Editor & Publisher.

Grand Opportunity
for a newspaper man in a city of 25,000, in the central west. Only the right kind need apply. Address C-615, Editor & Publisher.

Here's a Job for a Regular Newspaper Man
A National Fraternal Weekly Newspaper located at Washington, D. C., wants a man of pep and enthusiasm to handle copy desk, rewrite work, make-up and handle some political assignments.
Applicant must be a Protestant in religious faith and a member of the Masonic Fraternity. This is a splendid opportunity for the right man to tie up with the latest growing newspaper proposition in America.
Write giving qualifications, age, references and salary wanted to James S. Vance, General Manager, The Fellowship Forum, Washington, D. C.

Wanted.
Experienced circulation solicitors. Rapid promotion to crew manager and campaign manager. Address The Fred Cox Service, Coatesville, Pa.

Wanted.
a real live Country Circulation Manager. One who knows country circulation promotion methods from every angle and who has been successful in the Southwest, Southern or Middle West States. He must be a go-getter. In reply please state whether married or single, age, salary desired and give names of references and employers during past ten years. Address Box C-597, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

$25,000 to $50.000
As first payment on daily; town must be 15,000 or over; prefer growing city; experienced publisher with several successes in hard fields; would buy second paper, if field exists; all communications held confidential. Address Box 486, Wilmington, Ohio.

Don't! Don't! Don't!
Don't try to sell your own publication, you immediately depreciate its value.
Don't hesitate to engage a qualified responsible broker, the buyer will listen to him when he will not listen to you, for a broker cannot afford to misrepresent a publication.
Don't try to avoid paying a commission, a broker is entitled to his pay the same as the editor or publisher.
I have desirable customers for Daily, Weekly and Monthly publications with merit. J. B. Shale, Times Building, New York.

To Settle Estate
Established daily newspaper for sale in middle west town 45,000. Complete modern plant, linotypes, stereotyping outfit, tubular press and mechanical mailer. Address Box C-638, Editor & Publisher.

Want to Buy
a small daily newspaper in a town of about 35,000. Prefer South. A promotion or business manager, an advertising manager and circulation manager now on one of the South's largest and most prominent dailies are open to purchase a paper, or an interest in a paper or—what have you to offer? Address Box C-604, Editor & Publisher.

BOOKS, ETC.

6c A WORD for advertisements under this classification. Cash with order.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

New Cartoons
Information and samples on request. Walter Hudnall, Box 162, Spray, N. C.

New York Letter
Short news-feature paragraphs; theater and book reviews; sports and fashions comment; quaint restaurants and places of interest; "like living in New York"; exclusive weekly mail service. 1½ columns, $5; sample "Letter" free. J. Cicott Cummings, 3440 Broadway, New York.

Publishers—Attention!
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub. Dept. MOJ4, Hannibal, Mo.

Do you want a fine weekly? Covers two booming Southern California towns. Going to semi-weekly soon and will be ripe for daily within a year. Making over $1,000 monthly net. Large oil development tributary. Price $35.000. Requires $20,000 cash. Proposition R. Q.

PALMER DeWITT & PALMER
Newspaper Properties
225 FIFTH AVE. NEW YORK
Pacific Coast Rep. M. C. Moore,
515 Canon Drive, Beverly Hills, Calif.

Unusual Opportunities
Daily & Weekly
NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES
PAYING OVER $6,000 profit and two $5,200 salaries, Eastern daily of 4,000 can be bought with real estate for $80,000. Easily leading paper in its trade area of 45,000; has made steady increases last dozen years. This year's business over $95,000. Publisher who wants to sit tight with mighty comfortable income should look into our No. 6302.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

FRALICK & BATES Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES
New York .....154 Nassau St.
Chicago .....605 N. Michigan Ave.
Atlanta .....Candler Annex
Los Angeles .....Security Building

INTERNATIONAL PAPER COMPANY
New York, Sept. 26, 1923.
The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1½%) on the preferred capital stock of this company, payable October 15th, 1923, to preferred stockholders of record at the close of business October 5th, 1923.
OWEN SHEPHERD, Treasurer.

A Morning Newspaper in a city near New York City needs a live Circulation Manager of several years' experience, accustomed to the dealer method of distribution.
Give full history and expected salary in first letter. Address C-630, Editor and Publisher.

Mary Roberts Rinehart
Gertrude Atherton
Mary Johnston
Mrs. Gouverneur Morris
Fanny Heaslip Lea
Rupert Hughes
Zona Gale
and other Important Authors
Will Write for the
Great Series of Weekly Articles
On
Love, Marriage and the Modern Woman
To Start November 11
Wire to
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 NASSAU ST., NEW YORK

We Offer
Immediate Serial
Release on
THE LATEST
E. PHILLIPS OPPENHEIM
STORY
"The Mystery Road"
That's All
Wire Your Order
THE McCLURE NEWSPAPER SYNDICATE
373 Fourth Avenue, New York City

LLOYD GEORGE
writes
for
the
UNITED FEATURE SYNDICATE
A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

A WILL which was probated recently in a southwestern city had been written on a shingle with the stub of a carpenter's lead pencil. See your county clerk for odd forms of wills or unusual media used for conveying this world's goods to desired heirs which have passed through the courts in your city or county seat.—Allen H. Wright, San Diego, Cal.

It would be an interesting thing for the paper to let the students in the English departments of the local high school conduct a column on the editorial page of the paper once a month under the supervision of the instructors in the department. Any kind of material—except mere news of high school activities—might be allowed in the column as long as it was of a nature to interest all the readers of the paper. No contribution should be over 300 words in length and the name of each writer should be signed. This sort of a thing would greatly interest all the public school students and their parents and relatives as well as all the readers of the paper and so would be a mighty good thing for the paper.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

What do the newsboys think about as they chase over town selling papers? People seem to neglect these little fellows but some of the biggest men in the world today began as newsboys. Lots of feature material here if it is gone after in the right way by someone who likes boys and who understands them. Get under the newsboy's skin and find out just what his ambitions are, what he likes and dislikes and what he thinks of some of the big men of the city. Maybe some kid can be started on the road to success by such a story and certainly that would be more than worth while and at the same time give material for another feature story.—Russell Raymond Voorhees, General Delivery, Miami, Fla.

It would be a very interesting stunt to gather some samples of the most interesting signatures of local business men. Some of the business men in every city have signatures that are odd and weird to say the least. If these signatures were presented in cut form with the name and business connection and official title of each man whose signature was presented, the paper would have a feature which was different and especially interesting. —Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

Electricity in your town—what does it do besides light the city and operate the toasters on your breakfast tables? Hunt up interesting electrically operated things —the polisher in your shoe repair shop, bakers, doctors' contrivances, etc. What does electricity do on wash day? On cleaning day? How does it save steps down town—elevators, etc. How does it contribute to pleasure and education—movie machine, etc. Your power and light company will be only too glad to help you with suggestions, but don't go to seed on household appliances. Be chatty and clever—don't sound like an advertisement. Stick to local stuff and don't be afraid to use names of firms and persons now and then.—Jean Strachan, The Tribune, Pendleton, Ore.

A Michigan newspaper has arranged so that those who desire may pay their light, heat and phone bills at its offices, saving a trip to the three separate offices. The small percentage which the newspaper receives from the companies hardly covers the expense, but many who call to pay one of the bills, take the time to renew their subscription or leave a classified advertisement and this combined with the good will value of the service is regarded as making it a paying proposition. —Bert A. Teeters, Lock Box 295, Springfield, Ohio.

There is no retirement on pension for aged Sunday school teachers—their reward is the reward of service and their pride the men and women who passed under their tutelage to successful positions or noteworthy accomplishments. A Hoosier daily found that some of the nation's and many of the state's celebrities came under the influence of a Greenfield, Ind., Sunday school teacher who had taught primary classes steadily for 55 years. Find the oldest Sunday school teacher in your city or town; learn from her how many of her erstwhile pupils are faring in the world. A photo of the teacher should, of course, accompany the story.—Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

"The First Work I Ever Did" could be a daily feature in any newspaper. The writer could wind his story around a photo from his collection. Or, send a live reporter to the prominent citizens of the city and quote interviews. This makes interesting matter for readers.—A. R. Davison, 433 Y. M. C. A. building, Omaha, Nebr.

An interesting story is obtainable from a survey made by any reputable coal dealer. Has the price variance in soft and hard coal caused any unusual increase in consumption of either variety? In many communities soft coal use is on the increase. Furnaces may have caused the variance. Soot and inconvenience to neighbors using rain water may cause clinging to hard coal. There is a good feature from many angles.—L. J. Jellison, Times-Journal, Dubuque, Ia.

What is being done in your city to check the high cost of labor turnover? Labor turnover is the term applied to the constant changing of personnel, the expense of replacing men who quit work and of breaking in the new employes. A national industrial association is investigating to determine what can be done, and individual industries are attempting to cut down this huge item of expense.—John H. A. Kelly, 223 East Oak street, Norristown, Pa.

"Namesters" is the title of a department now being run by the Chicago Tribune. "Can you make up a sentence out of your first name? The first letter of each word in the sentence must spell your own name. Here are two examples: Perfect Happiness In Life Is Pleasant. (PHILIP.) Doctor's Orders Rule In Sick Room. (DORIS.) For each sentence published the Tribune pays $1. Name and address of the writer are given in each case. "Namesters" is proving a popular feature that is creating much interest.—Cyril E. Lamb, 309 Ballard street, Ypsilanti, Mich.

"Our Best Friends, and Why," is the title of a number of stories a certain newspaper has been running with success. These stories are written by people who appreciate friendship—they explain in detail how their authors have casually and otherwise made lasting friends with those whom they have met in the past. Such stories are full of human interest, and would make good reading material for any newspaper.—B. F. Clark, 101 West 15th street, Hutchinson, Kan.

Thomas W. Briggs Company
Memphis, Tenn.
Originators of the Permanent Weekly Business Review Page
Look us up in Dun or Bradstreet's

"Cynical Sam"

Apply
C-V Newspaper Service Inc.
350 Madison Avenue
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WIRE NEWS
For Evening and Sunday Newspapers
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Still time to get in on 40 Winning Plays in
FOOTBALL
This series already sold in twenty-three states.
THE INTERNATIONAL SYNDICATE
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America's Best Magazine Pages
Daily and Sunday
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241 WEST 58TH STREET
New York City

Means Just What It Says

"OHIO FIRST"

FIRST AS A MARKET FOR THE GOODS THAT ARE FIRST IN THEIR CLASS

In any National Advertising Campaign, whether of minor or major importance, Ohio is one of the best try-out territories possible to find in the whole United States.

Therefore, the fundamental of this slogan "Ohio First" is substantial.

Ohio is actually FIRST in a long line of manufactured products and is in the front rank in a larger list of articles.

Ohio farm products and Ohio manufactured products mount well into the billions of dollars annually, and Ohio daily newspapers are in strict keeping with the character of the State and the people.

Ohio people are great readers of home papers, which influence them in their purchases. Ohio newspapers are read and respected. They bring results.

"Ohio First" should be in the mind of every Advertiser who would be FIRST in getting his share of the vast business coming out of Ohio.

	Circulation	2,500 lines	10,000 lines
*Akron Beacon Journal.....(E)	37,155	.10	.10
*Akron Times .....(E)	22,782	.06	.06
*Akron Sunday Times.....(S)	21,773	.07	.07
†Bellefontaine Examiner .....(E)	4,642	.02	.02
†Cincinnati Enquirer .....(M&S)	73,098	.17-.35	.17-.35
†Columbus Dispatch .....(E)	86,427	.17	.16
†Columbus Dispatch .....(S)	87,448	.17	.16
Columbus, Ohio State Journal.(M)	50,124	.12	.13
Columbus, Ohio State Journal.(S)	29,206	.12	.13
†Conneaut News Herald.....(E)	3,040	.0225	.0225
†Dover Daily Reporter.....(E)	4,683	.02	.02
†Ironton Irontonian .....(M)	3,310	.0179	.0179
Kenton Democrat .....(E)	2,400	.014	.014
†Lima News and Times-Dem..(E&S)	16,928	.07	.05
*Lima Republican-Gazette....(E&S)	10,610	.05	.05
Lorain Journal .....(E)	4,866	.025	.018
Middletown Journal .....(E)	5,117	.025	.025
†Newark American-Tribune ....(E)	6,980	.025	.025
New Philadelphia Times .....(E)	6,339	.025	.025
Piqua Call and Press Dispatch...(E)	6,073	.03	.03
†Portsmouth Sun and Times..(M&E)	17,545	.06	.06
†Portsmouth Sun-Times .....(S)	11,923	.04	.04
Springfield Sun .....(M)	13,146	.035	.035
†Steubenville Gazette .....(E)	8,551	.03	.03
*Toledo Blade .....(E)	102,875	.27	.25
†Toronto Tribune .....(E)	1,108	.015	.015
*Youngstown Vindicator .....(E)	26,744	.07	.07
*Youngstown Vindicator .....(S)	26,020	.07	.07

*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

First for Food
In the Greatest Market

Alfred W. McCann
Noted Pure Food Expert

The Evening Mail leads all other daily newspapers in the Greater New York territory in Food Advertising Lineage. It is the publicly established food medium of this greatest food market.

Alfred W. McCann, who for ten years has dominated public thought on food, heads the department of public food service.

THE EVENING MAIL
NEW YORK, N. Y.

THIS ISSUE: THE WORLD'S BIGGEST STORY TODAY

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday

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Vol. 56. No. 21 NEW YORK, OCTOBER 20, 1923 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

Charting Reefs and Shoals of Business in the Chicago Market

When a great and costly liner comes into port she is guided by a trusty pilot who knows every inch of the channel. To those who do business in the great Chicago market, the Merchandising Service of The Chicago Daily News acts as pilot.

It supplies advertisers who contemplate a thorough advertising campaign with invaluable, up-to-date information as to the state of the market with respect to their wares—reporting adverse as well as favorable conditions. And if the campaign is entered upon it supplies maps, routes salesmen, obtains dealer acceptance and co-operation and otherwise assists the Sales Manager toward thorough distribution. It does not sell the product for the advertiser, but minimizes sales resistance for him.

If you are interested in selling this vast market of nearly 4,000,000 buyers, concentrated within sixty minutes of the famous Chicago "loop," write to the Merchandising Service of The Chicago Daily News, stating your problem and you will receive a prompt and informing answer.

The Daily News Merchandising Service will bring you dealer acceptance and co-operation.

With its circulation of almost 400,000—about 1,200,000 daily readers—concentrated 94 percent in Chicago and its suburbs, The Daily News is the advertising directory and guide of the great majority of financially competent families in this market.

Daily News advertising creates that consumer acceptance which is the dealers' mainstay and first requisite for sales.

THE CHICAGO DAILY NEWS

First in Chicago

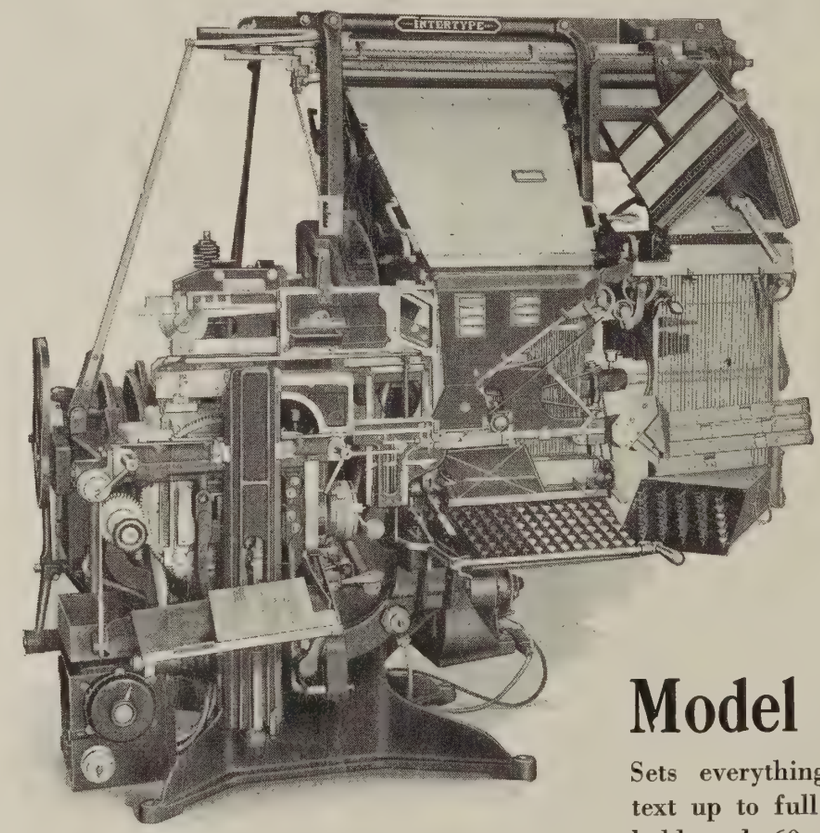
Note convenient operating position of the side magazine keyboard.

Change from one side magazine to another made in four seconds.

Side magazines can be removed and replaced in ten seconds.

Split magazine can be removed and replaced in less than seven seconds.

Bottom and middle magazines as easy to change as top one.



Model D-s.m.

Sets everything from 5-point text up to full width 36-point bold and 60-point bold condensed caps. Measures up to 42 ems (7 inches) wide. Send for literature.

INTERTYPE CORPORATION

General Offices: 50 Court Street, Brooklyn, N. Y.

INTERTYPE

THE CLEVELAND PRESS

over **200,000** circulation

is

First in Cleveland

with 160,000 CITY Circulation
45,000 MORE than that of any other
Cleveland Daily Newspaper.

The Press
First in Cleveland
A SCRIPPS-HOWARD NEWSPAPER
—including the Scripps-McRae League

CHICAGO
CLEVELAND
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National Representatives
ALLIED NEWSPAPERS, Inc.
52 Vanderbilt Ave., New York

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SAN FRANCIS

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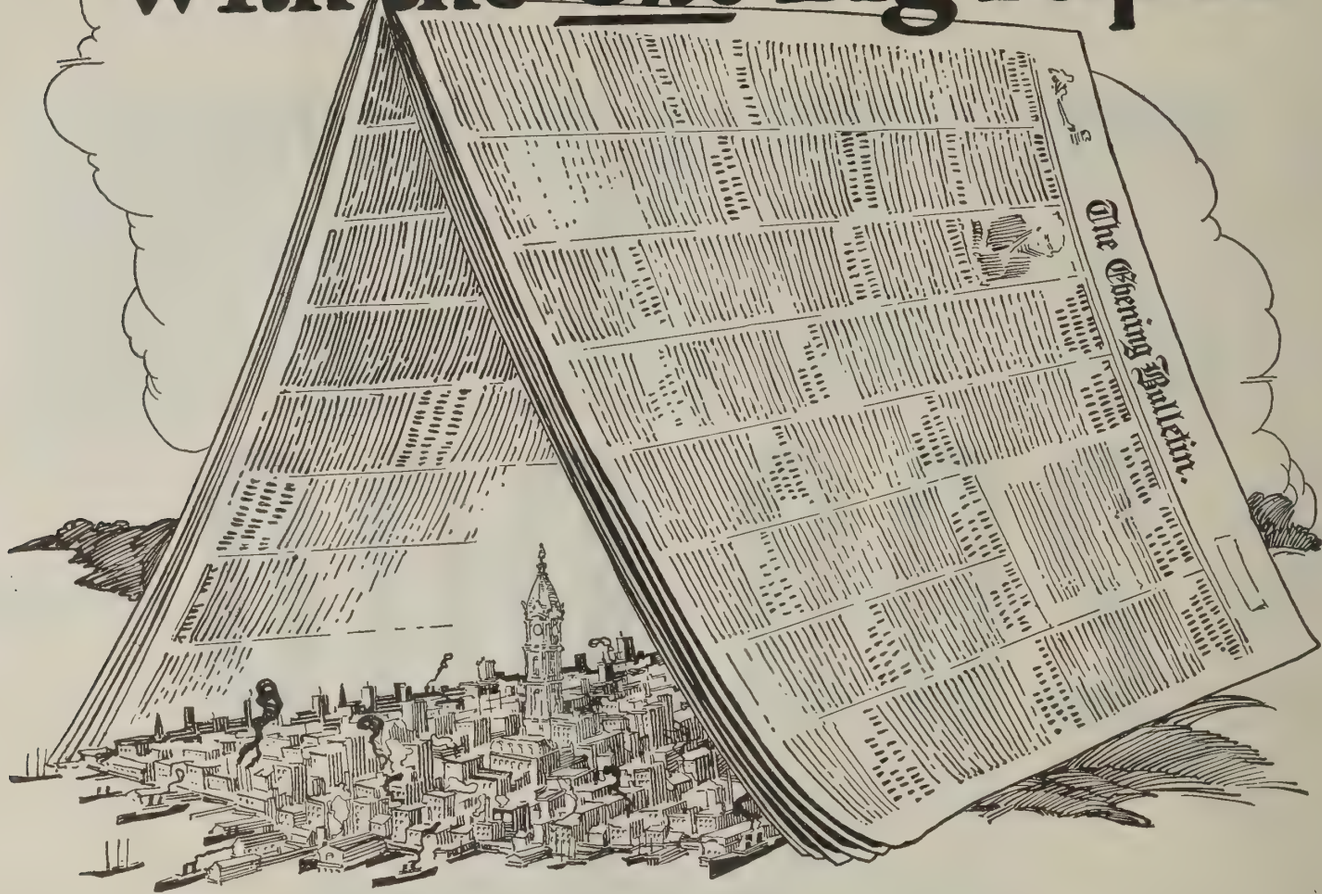
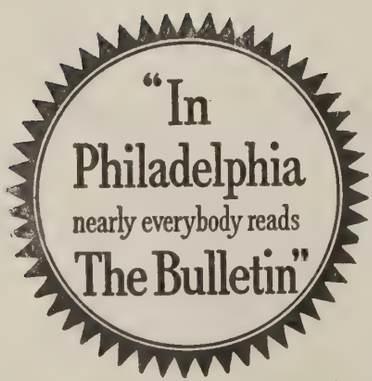




You can cover Philadelphia at one cost with one newspaper, because the Bulletin reaches practically every home, office, store and factory in Philadelphia, Camden and their suburbs.

There are 400,000 separate dwellings in Philadelphia and more than 100,000 outside the city limits. There's every reason why you can dominate Philadelphia with the Bulletin.

The Bulletin

PHILADELPHIA'S NEWSPAPER

503,368

Average Daily Circulation for six months ending September 30

Total Circulation of This Issue: 16,700

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 56 NEW YORK, SATURDAY, OCTOBER 20, 1923 No. 21

THE WORLD'S BIGGEST STORY TODAY

"Find Out Whether the Present Order of Civilization is Going to Smash" Called a Universal Assignment for American Newspapers by One Who Finds too Many Observers, too Few Writers, Abroad.

By WILLIAM T. ELLIS

BACK from eight months of work in the Near East and Europe, I find coming ever to the top of my pack of material and conclusions, one clear conviction which will not wait for its turn to be written. Every time the idea pops its head out of the bag it looks bigger, and seems more insistent. Instead of remaining a by-product of my travels, it comes precious near to being the essence of all.

This recommendation is simply that present conditions in the world require of America that she send abroad, straightway, to range over Europe and the Orient, for a period of six months or a year, a corps of from twenty to fifty experienced newspaper men, commissioned to find out the rock-bottom facts of international conditions, and the spirit and atmosphere which interpret the facts.

If at least half of these traveling correspondents could be responsible editors, the results in America would be commensurately quicker and greater.

Obviously, only true-blue Americans should be sent upon such a supremely important mission.

"Europe's woods have been full of American observers during the past few months," remarks the reader. True enough; that is merely an additional reason why the newspaper men are urgently needed. Most "observers," especially if they are making their first foreign trip, do not know how or what to investigate. Moreover, the majority of them find only what they went to look for. Some are frankly seeking material to bolster up their political positions.

The half-baked opinions, ranging from eloquent pleas that America should go instantly and completely into the League of Nations, or that it should stay utterly and forever out, to recommendations that we should float a loan of a billion dollars to Germany, which these "observers" have handed out to the reporters before ever their ship docked in New York, serve only to make clear the need for a more thorough, comprehensive and unbiased study of the Old World today. About the only point upon which the political investigators and the social and religious commissions agree is that Europe is in a parlous condition; and that the situation has an important American aspect.

If for twenty-four hours I could be to American journalism what Will Hays nominally is to the motion picture business—we all play with such fancies in idle hours, as when bumping across a desert on the back of a camel—I would write across every assignment book in the offices of all American newspapers, "Find out whether the present order of civilization is going to smash."

For that is the world's biggest story today.

That assignment would send responsible, efficient reporters not only to the Government offices of the little, as well as the big, powers in Europe; but it would also require them to ascertain, by direct contact, what the masses of the people are saying. The drift is as significant as the deed: whither things are trending is more important to know than where they are at present standing. So the divided state of public opinion in Great Britain concerning the Ruhr should be made as plain as the Government notes—and, incidentally, how thoughtful Britons view the cabinet's notes is real news.

In like manner, the same assignment would carry French-speaking correspondents (and every newspaper man who aspires to European service should speak French) past the barrier of French officialdom to sound out the sentiments of the peasantry and the bourgeoise. Are they as militaristic as the Quai D'Orsay?

Germany has been the most investigated country in Europe since the armistice; and still the field is news.

What about the mind of the masses in the succession states that were once Austria-Hungary?

Is the Little Entente bound to France by bonds of steel or by a rope of sand?

Popular patter concerning the Balkans is superficial and misleading; no newspaper has yet carried the story of how nearly a real peace-league was effected in the Balkans a few months ago by Premier Stamboulsky, of Bulgaria, whose recent death at the hands of the militarists has removed Europe's strongest man, a real statesman of today, with a clear policy of reconstruction and good will. There is a rich mine of news and feature material to be worked by correspondents who will spend time enough in the Balkans.

Pursuit of the "collapse-of-civilization" assignment lands the news-getters quickly in the Near East, the world's oldest center of decisive events. The real story lies not in Constantinople—although material abounds there for fresh eyes—but off in Anatolia and in the Caucasus and in Syria, Palestine, Arabia and Egypt. What is sometimes called the Arabic-speaking world is today focal in the universal unrest; yet even the big American news associations have not a single regular correspondent within its borders.

Here is where the three great religions arose; and many of the cultural and political movements that have changed history. And the American press ignores it! There is profound significance to the racial and spiritual and national simmerings and boilings that even a surface-reader may find in the Near East today.

Of the Far East, in the birth-throes of a new order, I need not write. The Washington Conference put it on the newspaper map; and now the earthquake has mellowed and intensified public interest in trans-Pacific affairs.

In thus pointing a finger at certain great human interest stories that await the revealing pens of first-class American correspondents, I am somewhat digressing from my real theme, which is that America must have, from free, fearless and trained American writers, the full facts of significance concerning world conditions today, before ever this country can be equipped to make the momentous decision concerning her future international course.

Every other American newspaper man who has worked in the Old World during the past year will corroborate my statement that America is being blinded by special pleading and propaganda—half truths and untruths. The condition is serious; the most vital issues in the world are at stake. With uncanny skill, and diabolical persistence, the agents of misinformation manage to get their presentation of European and Asiatic conditions before the American public. There is little or no corruption involved; simply by knowing how to take advantage of America's sentimentality and ignorance, a half dozen perilous and prodigious propagandas are being successfully maintained at the present time.

Obviously, facts are the raw material of all the decisions of a democracy. Propaganda poisons national action at its very springs.

Right here appears the great opportunity and obligation of the American press. It can get the facts—all the facts, full and frank and uncolored. As an evidence of good faith, and to indicate origin and authority, the names of writers should be signed to such special articles. To the ends of the earth, and especially to the trouble centers, these accredited American correspondents should be sent, with instructions to dig and to dare; and to shun half truths and unconsidered conclusions as they would shun the devil. If the assignment is well filled, America should know within a year whether this rolling and pitching old ark of civilization is headed for the rocks or not.

Needless to say, if the newspapers send their best men, from news or editorial end, on these roving commissions (quite a distinct assignment from the work of the correspondents stationed at foreign capitals), they will get an abundance of good copy. Only men who can write readable stories would be chosen. "Local color from all over the earth would be splashed upon the pages of the American press. Readers would be more interested in it than they were in the buckets of Firpo's gore that were ladled out recently from New York. One reason why free publicity could work up so great an interest in a prize-fight is simply that the public is not given other more interesting things to think about. An amount of talent and space equal to that devoted to the Dempsey-Firpo slugging match would bring better returns if expended upon the

Touring Canada—Swiss newspaper men have just finished a long swing through the Dominion as guests of the President of the Canadian Pacific Railway. Their object was the study of economic conditions.

present crisis in foreign lands. Love of travel and romance and far places is a deeper-rooted sentiment of the American people than zest for a prize-fight.

Even were this foreign assignment not intrinsically interesting, with the likelihood of furnishing the most readable articles appearing in the paper, it still should be carried out; for the big, basic reason that it is the plain duty of the press to present current facts to the public. There is some ground for the prevailing critcism that our American papers purvey an undue proportion of trivialities. Cheap crime, petty scandal, unimportant personalities, engross too much space in the average newspaper in the United States. It is often charged that we are leveling the common thinking down to the plane of the comic strip. Our dailies are certainly not living up to their possibilities in developing a sturdy-brained, broadminded, intelligent American citizenship, aware of the big world in which America now must say the last word.

Everybody who reads knows that the nations of the Old World are in a bad way—and that every one of them has its eyes turned toward America. Here in itself is a story of stories.

What is the explanation of the bitter criticism of the United States that is current overseas; and especially of our part in the war?

Is Europe sincerely seeking us as a partner, or as a scapegoat?

What is the actual difference between what the governments say concerning America, and what the people think?

How do Europe's acts, in relation to American trade, for instance, square with its words?

What are the Great Powers really after at the present time?

Have we pauperized the mind of Europe? What is the real story of American relief work?

So one could run on with columns of pertinent news tips concerning the Old World assignment. Let us, instead, group a few of the biggest considerations of present world news—considerations that reach straight home to the most personal interest of American readers.

Is Europe really facing a communist revolution that will upset the old order of civilization? What are the present purposes and status of Bolshevism, outside of Russia? What units of people are saying that they would rather be live communists than dead patriots? Tabulate the governments that are actually confronted by a red menace. The facts upon this subject would cause a deal of heart-searching in the United States.

Again, a live issue is that of the next war. Europe is preparing for it. Everybody who knows the facts talks about its near approach, and where it will break, and why. A sense of the gravity of the case has kept most writers from telling all they know on this point. Nevertheless, if a European cataclysm is inevitable, the mind of the world should be prepared for it. What nations are really planning to fight, and why? Is there any adequate reason for another war? If not, what really ails European statecraft that it is either steering the ship toward these rocks, or else letting it drift there?

As absorbing as the question of a possible new war, is that of whether or not the people will fight. This takes us back to the power of "the world revolution" idea in Europe. If the men on the other side of the water are fed up with fighting, what will they be likely to do when called to the colors? Such queries as these indicate a field for American journalism's best efforts.

Cognate is the issue of Europe's attitude toward monarchies and the capitalist system. Both have openly been attacked in the British Parliament: the discussion of the subject is no longer confined to "high-brow" assemblies or to street-corner meetings. A matter as vital as this should not be allowed to go forward to one conclusion or another without the full and intelligent comment of the newspapers. If journalism does not fairly mirror the march of the times, then it has failed in its very first mission.

One more major matter may be mentioned, as needing thoughtful examination by first-class American newspaper men with roving commissions. This is the question, more frequently discussed in conversation among intelligent men of wide observation than written about in print, of whether some sort of religious awakening, or new religious leader, or new religion altogether, may be looked for in the near future. No other theme is quite so interesting as this. It may fairly be said to be agitating hither Asia, where there is widespread talk among Moslems of the coming of another prophet. Throughout world-wide Christendom there is a notable ferment and unrest. In intellectual circles in Great Britain the spiritual aspect of the existing world upheaval is the subject of constant and fearless discussion. The British do more solid thinking upon religion than any other people on earth. Americans excel them in methods of organization within the churches; but intellectually the British are a generation ahead of us in the consideration of things religious. The correspondents who go abroad to look into world conditions should be qualified to examine into man's oldest and deepest interest.

Always to the fore of foreign investigations should be kept the American aspect of the subjects treated. What do the developments that are hastening forward in the world mean to the United States?

Wherever a traveling correspondent goes, he will find evidences of one sort or another of American penetration. This is one of the "big stories" for exploitation in the home newspapers. Our public has, after all, only a vague impression of just how America is functioning in foreign lands. The tale awaits telling.

Recently, I received a letter from a fine young consul in an ancient oriental city—a chap whose recent virile action in upholding American prestige is a story as yet unwritten,—urging me to write about the American Consular Service abroad. He is restive under the too-common attitude of criticism which the public displays; and he is eager that the home folk should really know what sort of men the consuls are, and the kind of work they do, and the conditions they meet. There is an abundance of good copy in this field: it properly belongs within the assignment for which I seek recruits.

Equally fascinating is the record of what our business men and missionaries and educators are doing in earth's out-of the-way places. Personally, I have never been able to write a hundredth part of the good stories I have uncovered among my fellow countrymen abroad. For instance, I know a young chap in business in Turkey, whose present adventures are almost as fascinating as his thrilling experiences when he went disguised, alternately as a Russian, a Persian, a Turk and a Kurd, doing intelligence service for the Allies in the remotest theatre of the war. Nothing has ever been printed about him. He would make a sensational page feature for the Sunday issue.

All this is by the way, and to be gathered up in pursuit of the main quest. I am merely indicating that the by-products of such an assignment as I propose would fully repay a newspaper. But the real reason for sending staff men abroad at the present time, to ascertain what is really going to become of our wobbly old world, is to serve the American public with the full, proportioned, significant and interpreted facts, that the American people may act intelligently in an hour of destiny.

Harmsworth in New York

Hon. Esmond Harmsworth, M. P., son of Lord Rothermere, British publisher, is a visitor in New York this week. He is the only living son of Lord Rothermere, his two brothers having been killed in the World War. His father is the brother of the late Lord Northcliffe.

ENGLAND VIRGIN FIELD FOR PRESS AGENTS

W. H. Teasdale Explains Difference Between British and American Advertising Methods—Free Space Pullers Unknown

England is still virgin territory as far as the publicity man or the press agent is concerned, according to William H. Teasdale, advertising manager of the London and Northeastern railroad, who spoke at a luncheon of the Chicago Association of Commerce here.

It was hard to make Mr. Teasdale understand at first what was meant by the term "press agent."

"The advertising and editorial departments in England are absolutely separate," he said. "I never asked a newspaper to insert a paragraph in my life. I would much rather pay for publicity at the regular advertising rates."

Mr. Teasdale explained the difference between American and British advertising.

"The chief difference," he stated, "is the vastly greater amount of space your advertisers consume. We use very little photographic display and what we do use is very different from yours. Illustrations and line drawings are rarely used by us in dailies. We find they don't pull.

"Our poster work is quite different, too. Your posters are realistic. Ours are not. They cannot be in the amount of space we have at our disposal. We use a flat treatment in order to get the maximum power in the smallest space. It is the size of your white space which makes American advertising so effective."

England's railroads place their advertising direct, Mr. Teasdale stated.

"The agency is eliminated," he explained. "The railroads book space, place copy, and are allowed the customary discount by the newspapers."

EDITORS HIT CENSORSHIP

Threatens Freedom of Press New York Man Declares

The Central New York Press Association at its quarterly meeting at Syracuse on Saturday went on record as opposed to censorship in any form. At the same time it "pointed with pride to the fact that the country press has always been a clean press," and pledged itself "to continue the publication of papers which may be safely read in any home."

"The freedom of America," began the resolutions which were passed without a dissenting voice, "is inseparably linked with the freedom of the press, guaranteed by the Constitution of the United States" and so the association "stands unalterably opposed to any modification or change in our government calculated to threaten such freedom, or aimed to control any form of public expression by censorship or commission regulation."

The meeting was held at the department of journalism of Syracuse University. The principal speaker was R. T. Patten, manager of the Skowhegan (Me.) Independent-Reporter, one of the best known country newspapers in the United States. Mr. Patten told of the methods used by him in the successful publication of his paper, the seventh in point of circulation of all the 10,000 local weekly papers in the country.

Other addresses were given by Jay W. Shaw, field secretary of the New York Press Association, and by E. Percy Howard, editor of the American Press of New York City.

A. P. MAKES TRAFFIC CHANGES

Additional Wire Serving Afternoon Papers in Connecticut

Associated Press members of Connecticut, meeting in New Haven, Oct. 11, decided upon installation of an additional automatic printer and Morse combination wire to serve afternoon newspapers in Bridgeport, New London, New Britain, Waterbury, Ansonia, Danbury, and Torrington. The new service will be put in operation Jan. 1, 1924.

Other traffic changes announced by A. P. this week include placing the Chicago, Milwaukee, Minneapolis and St. Paul combination automatic printer and Morse wire on a 24-hour basis, starting Nov. 1, and installation of a similar service between New York, Buffalo, Albany, Schenectady, Utica, Syracuse and Rochester.

NEWSPRINT OUTPUT RISES

U. S. Mills Show 7 Per Cent Increase Over 1922

There was an increase of 62,016 tons, or 7 per cent, of newsprint produced in the United States during the first nine months of 1923 compared with the same period of 1922, according to figures reported by 45 paper companies to the News Print Service Bureau, New York City, and announced this week. Twenty Canadian companies reporting show an increase of 146,063 tons or 18 per cent, making the total increase 12 per cent.

The 45 United States companies produced 110,209 tons of newsprint, and shipped 110,240 tons, while the 20 Canadian companies produced 102,486 tons and shipped 99,188 tons. The total production for both countries was 212,695 tons.

Shipments in the United States exceeded production by 31 tons and production in Canada exceeded shipments by 3,368 tons. Stocks at the end of September totaled 24,663 tons in the United States and 18,670 tons in Canada, a combined total of 43,333 tons.

The companies also produced 3,096 tons of hanging, of which 796 tons were made in Canada.

The average daily production of newsprint paper by the 51 companies reporting for September amounted to 95.6 per cent of the average daily output during the three months of greatest production in 1922, with allowances for changes in machines.

Fire Damages Rochester Plant

Fire believed to be due to spontaneous combustion in a storage room on the fifth floor of the Rochester (N. Y.) Times-Union's mechanical building, caused about $600 damage Friday, Oct. 13, mostly due to water from the sprinkler system. The fire was discovered shortly before the World Series extra was put in for the day and for a time water seeping into the fourth and third floors where the composing and stereotype rooms are located threatened to put the plant out of commission. The composing and stereotype forces stayed at their posts in a deluge of water and put the extra out.

Relief Commission to Report

A Commission recently returned from the Near East will present a report, Oct. 22, at a dinner to be given at the Hotel Pennsylvania by the Near East Relief. The Commission, consisting of former Governor Henry J. Allen, of Kansas; Dr. John H. Finley, of the New York Times; Samuel McCrea Cavert, secretary of the Federal Council of Churches of Christ in America, and Charles V. Vickrey, general secretary of Near East Relief, was appointed by the Near East Relief Executive Committee and made careful surveys in Greece, Turkey, the Caucasus, Syria, and Palestine.

Mail Men Choose Penn Route

The transportation committee of the Direct Mail Advertising Association has chosen the Pennsylvania railroad as the official route of travel from New York, Philadelphia, Baltimore and other eastern points to the annual meeting of the association in St. Louis, Oct. 24-26. A reduced rate of a fare and a half for the round trip on identification certificates has been authorized. The tickets will be good from Oct. 20 to Nov. 1.

A. B. C. ANNOUNCES CONTEST READERS WON'T COUNT AS "NET PAID"

New Rule Sets Them Aside as "Samples"—Income Tax Unit Rules Bureau's Surplus Tax-Exempt—To Extend Field Operations Against Abuses

(*By Telegraph to* EDITOR & PUBLISHER)

INCOME tax will not be levied on the surplus of the Audit Bureau of Circulations, the Treasury Department has finally decided after several intermediate changes of option, the A. B. C. directors told the Chicago convention in their annual report this week. The contention of the Bureau that it was a corporation organized not for profit and that the government had no just claim for assessment until the Bureau's surplus exceeded its liability to members, was sustained and it was decided that no further assessment will be made so long as the present by-laws remain in effect. Other outstanding announcements of the directors in their report were:

O. C. HARN

1. That field operations will be extended to repress practices followed by some publishers in forcing the sale of their publications to dealers. Co-operation of vendors' associations in this work is hoped for, one state organization of news-dealers having already decided to keep the bureau informed of its sales operations for publishers.

2. That encouragement be lent to present efforts to apply A. B. C. standards to the foreign language press.

3. That members of the bureau who attend the next A. A. C. W. convention in London consider the request of British publishers, advertisers and advertising agencies for assistance in establishment of A. B. C. standards in England.

4. Passage of a rule against counting as net paid circulation copies sold as the result of a voting contest in which ballot coupons must be clipped from the paper. Excess of copies during such a contest over normal circulation are to be counted as samples.

5. That a committee has been appointed to strengthen the publicity rules of the Bureau.

6. That the membership has increased 146 during the year, with 69 applications pending. Against this 23 members have been dropped, there have been 13 consolidations, 13 members have suspended business, and 49 have resigned, chiefly local advertisers and papers of free distribution.

In what was termed the most harmonious meeting in the history of the organization, all the incumbent directors and officers were re-elected, and the board of directors given a vote of thanks. About 250 members were present.

Officers re-elected were:

O. C. Harn, National Lead Company, president; W. A. Strong, secretary; E. R. Shaw, treasurer, and Stanley Clague, managing director.

Members of the board of directors whose term expired at the meeting, but who were re-elected, follow:

W. Laughlin, Armour & Co., Chicago; F. R. Davis, General Electric Company, Schenectady; B. H. Bramble, American Chicle Company, Long Island City, N. Y.; L. B. Jones, Eastman Kodak Company, Rochester, N. Y.; E. E. Taylor, Carnation Milk Products Company, Oconomowoc, Wis., representing advertisers.

To the same group was added W. W. Wheeler, Pompeian Manufacturing Company, who succeeds C. C. Younggreen, J. I. Case Plow Works Company, resigned.

Walter Hine, Frank Seaman, Inc., New York, advertising agents.

W. A. Strong, Chicago Daily News, newspapers.

S. R. Latshaw, Butterick Publishing Company, magazines.

B. Kirk Rankin, Southern Agriculturist, Nashville, Tenn., farm papers.

E. R. Shaw, Power Plant Engineering, Chicago, business publications.

Other directors, whose terms did not expire, follow:

Ernest I. Mitchell, Mitchell-Faust Advertising Company.

F. W. Stone, American Review of Reviews.

David B. Plum, Troy (N. Y.) Record.

Marco Morrow, Capper Publications, Topeka, Kan.

Mason Britton, McGraw-Hill Company, Inc.

Hon. E. T. Meredith, chairman of the "On-to-London" committee of the A. A. C. W., telegraphed the bureau, asking its co-operation in making the London convention a success.

More than 700 attended the annual banquet, leaving afterwards in taxi cabs to the big stock yards pavilion, where they heard Lloyd George speak.

Important portions of the directors' report, presented by Mr. Clague, follow:

"Your board presents herewith the report of Arthur Young and Co., showing a continued satisfactory increase in the balance available to cover membership liability.

"In the eighth annual report it was stated that 'the Bureau faces the possibility of having to pay, at least temporarily, a substantial amount to the government, because of its insistent demand that the surplus of the Bureau should be subject not only this year but for all the years since its foundation, to an income tax. Your officers have contested this view of the government. The Bureau is organized under the laws of Illinois as a corporation not for profit, and until the liability to members has been exceeded there is, in their opinion, no just claim for assessment.'

"After several years of correspondence, the Income Tax Unit issued a ruling rejecting the views of the Bureau, and demanded payment. An appeal was made and a personal hearing was requested. After the hearing of your officers, represented by the managing director, the ruling was reversed and the Bureau was notified that a recommendation would be made accepting the views of the Bureau.

"After several months' delay, notification was received that the Income Tax Unit's decision had been reversed by the Solicitor's Department and that the original order would prevail. The Bureau again appealed. Personal representation was again demanded.

"Your board is now pleased to report that the Bureau has a definite and final decision from the government. It has been determined that the contention of the Audit Bureau of Circulations, that it is a non-taxable corporation, is correct and that no further assessments will be made so long as it operates on the basis of its present by-laws.

"The obligation to membership, as established by the report of Arthur Young & Co. as of August 31, 1923, is $170,871.38. The balance available to cover this liability, as shown in the same report, is $159,450.82.

"The increase in liability to members is due, not only to increased cost of operation, but also to increased membership. It should be remembered that the Bureau will in the future (paradoxical as it may sound) increase its liabilities rather than its assets by additions to its membership. The reason for this is that almost all the publications of large circulation necessary for use by national advertisers are now members of the Bureau.

"Further additions to the membership list must come from publications of small circulation, the dues from which will not cover the cost of service rendered. A newspaper or periodical with dues amounting to $52 a year, of $1 a week, for instance, costs the Bureau almost $100 for service rendered. The deficit must be made up from revenue received primarily from advertisers and advertising agents.

"These publications of small circulation the Bureau will always gladly welcome into fellowship, but for the reasons stated your board recommends wise conservation of the balance available.

"The increased efficiency of the Bureau must also result in increased cost of operation. For instance, during the past year there has been a decided increase in the demand on the part of publishers for, what shall be called for want of a better term, 'field operations.'

"These 'outside investigations' are becoming more and more valuable in the repression of abuses which are not only detrimental to the interests of advertisers, but which, while possibly fruitful of temporary gain to the publisher, in the final analysis are destructive rather than constructive in building up the permanent value of a publication.

"This phase of the activities of the Bureau will be discussed further but your attention is called to the fact here that because of these activities the benefits of the Bureau are being extended to fields beyond the original contemplation of the founders.

STANLEY CLAGUE

"The forced 'eating' of papers or periodicals by vendors of publications has been in the past one of the great difficulties encountered in the determination of 'net paid circulation.' The mere payment of money to a publisher for copies received by a dealer does not always insure reader reception of the advertiser's message.

"While there can be no objection to legitimate high-pressure sales methods, there must be a safeguard against such abuses as improper bonuses for increased orders, expense accounts sufficiently large to cover unsold copies, threats of withdrawal of an agency if padded orders are not secured, and a hundred other devices which result in unsold copies finding their resting-place in the junk dealer's warehouse. These devices must be guarded against in order not only to determine for the advertiser 'net paid circulation,' but also to protect the publisher who is building his property on an honest and firm foundation.

"The vendors of publications are beginning to realize that this wider service of the A. B. C. embraces them. The standards of mechandising in the publication field are being enhanced because of these activities of the Bureau. The old-time, 'brute-force' methods are becoming obsolete and sound merchandising methods are taking their places. The recognition of this greater service of the Bureau is exemplified in the recent organization of newsdealers in a nearby state. The basic stone in the foundation of this organization is co-operation with the A. B. C.. Monthly reports will be rendered to the Bureau, showing orders given to publishers, copies received, copies sold and copies unsold. Reports will be made concerning methods adopted by agents of publishers (in most instances without the authority of the publisher) to force on dealers copies of publications which cannot be sold to readers.

"The active support of publishers and the moral support of advertisers and advertising agents, of the general principle in this movement, to establish sound merchandising of publications will determine whether the movement will be extended beyond this experimental state organization and become nation-wide in its beneficial scope. Your Board is hopeful that in later reports it may advise you of the success of this movement.

"During the past few years there have been a number of spasmodic efforts made to gather facts which would form the basis of a better understanding of this branch of American newspaperdom. They have failed because of lack of support by advertisers and advertising agents. The foreign language press with the possible exception of those publications which are members of the A. B. C., is still largely an unknown quantity of unknown value.

"There are about twelve hundred foreign language publications printed in the United States, in about forty different languages. It has been asserted by an authority in this field that a real service would be rendered not only to the publishers of foreign language papers and to advertisers and advertising agents, but also to the American people, if the light of circulation truth extended to this branch of journalism, thereby making possible the success of worthwhile publications printed in foreign languages, which would inevitably result in the spreading of true American principles among our people of foreign birth.

"Since our last convention a new movement has been started looking toward a solution of this great problem. Its slogan is: 'The A. B. C. a panacea for the Foreign Language Press in America.' An organization has been formed, the first requirement of which is membership in the A. B. C.—not for the benefit of the A. B. C., but primarily for the benefit of the foreign language press and eventually of great benefit to national advertisers.

"The American Association of Advertising Agencies is squarely and actively behind this new movement for the stated purpose of 'elevating the foreign language newspapers from a very dubious standing to one which will command the respect and interest of every advertiser.'

"Your board believes that it expresses your views in its hope for the success of this new movement.

"At the annual convention of the Associated Advertising Clubs of the World, held in Atlantic City in June of this year, your President and other officers of the Bureau held by appointment conferences with leading publishers, advertisers and advertising agents from Great Britain.

"These representatives of the publishing and advertising industry of England, Ireland, Scotland and Wales, had crossed the Atlantic to urge that America (the United States and Canada) should accept an invitation to hold the 1924 convention of the A. A. C. W. in London.

"In their conferences with the officers of the Bureau, it was stated that the subject of circulation verification would have a prominent place on the London program and they hoped that the members of the Bureau attending the London convention would assist them in the establishment of an A. B. C. in Great Britain. This request of British publishers, advertisers and advertising agents for help in the establishment of A. B. C. standards across the sea, is passed along to those members of the Bureau who contemplate attending the London convention.

"Steady progress has been made in the advancement of the standards of the Bureau during the past year.

"In the last annual report it was stated that among the new regulations adopted in 1922 was one, unanimously approved, whereby all subscriptions secured through schemes involving the element of chance should be eliminated from the 'net paid' column in the Bureau's reports.

"Your board is glad to report that there have been but very few instances where such action has been found necessary during the past year.

"It regrets, however, to report that there has been a resurrection of the old-time voting contest schemes and the necessity for passing the following rule:

> "Where contests are held offering prizes for the greatest number of votes, based on coupons clipped from the paper, and it is impossible to definitely determine from publisher's record the number of copies purchased to secure coupons only, the number of copies sold during the period of the contest in excess of normal (normal being based on the average of a like period preceding and succeeding the contest) shall be deducted from the respective paid classifications and set up as 'Samples,' with the full explanation.

"Beginning with the earliest days of the Bureau, the most perplexing problem has been the question of the use which should be authorized of the Bureau's figures—especially competitive figures—when the name and authority of the Bureau is used, either direct or implied.

"In April of the present year, important changes were made in the publicity rules, with the hope that through the operation of these amended rules, certain abuses would be corrected; but your Board recognizes that a complete solution of the problem has not yet been reached, and it plans during the coming year to devote considerable time to the consideration of this matter. A committee has been appointed and a report will appear in an early issue of the A. B. C. Bulletin.

"During the year the Bureau has added to its membership 146 advertisers, advertising agents and publishers. There are also 69 applications for membership pending, making a total gross gain of 215 members since the last annual report.

"Against this, 23 members have been dropped from membership, while there have been 13 consolidations and 9 publications, 2 advertisers and 2 advertising agencies have discontinued.

"There have been 49 resignations, the bulk of which were local advertisers and publications of free distribution.

"The net result, however, is a substantial gain in membership, the total now being 1,841.

"We have released during the twelve months which this report covers, 1,320 audits, or an average of 110 audits per month, compared with an average of 106 audits per month for the previous 12-month period.

The auditing force numbers 42 field auditors, 8 house auditors and 2 special investigators, in addition to the Chief Auditor, Assistant Chief Auditor and Manager of the New York Office.

"In conclusion, as stated in last year's report, your Board feels that while looking back with gratification on the past years of progress, it is, nevertheless, in the future years that we are most vitally interested. New and unexpected problems are as likely to confront us in the future as they have in the past; but your board believes that the new board which you will elect at this convention may be relied upon to give its most conscientious thought to the solution of all problems with which it may be confronted.

"In any and all decisions which may be made at this convention, may we not urge that the principles which have made possible the Bureau's great success of the past be maintained, so that the ensuing year will be another milestone in its history.

AGENCIES ADOPT PLAN TO INCREASE AVAILABLE DATA ON SPACE BUYING

Questionnaires Being Used to Obtain Information on Contract and Rate Departments' Contact With Publishers

A PLAN, whereby further progress will be made in arriving at facts for space buying in selection of media, was this week characterized as one of the outstanding accomplishments reported at the annual meeting of the American Association of Advertising Agencies, New York City, Oct. 10 and 11, by James O'Shaughnessy, executive secretary.

JAMES O'SHAUGHNESSY

In the issue of Oct. 13, EDITOR & PUBLISHER published several of the more important discussions which took place at the convention. Mr. O'Shaughnessy reviewed the sessions in detail, paying particular attention to the space buying division.

This plan, in the hands of Howard W. Dickinson, national chairman of the Committee on Magazines of the Association, revolves around questionnaires sent out to all member agencies and to publishers with a view to obtaining information on agencies' contract and rate departments' contact with publishers.

The questionnaire asked about 50 questions. Answers so far received have been studied and analyzed. Further questions will be drawn up and sent out for answers until any existing faults are revealed and constructive suggestions for the improvement of the space buying system are worked out.

It is estimated that about two years will be required for completion of this study, Mr. O'Shaughnessy said. At the end of that time, he stated, the information secured will be standardized and filed with each member agency.

Taking up virtually all reports, Mr. O'Shaughnessy explained how the program had been drawn up with "standardization" as the main theme—"standardization," he said, "which will make every advertising dollar more productive to all concerned; the advertiser, the publisher, the agency and the public."

The various reports Mr. O'Shaughnessy discussed were: Foreign Language Newspaper, R. P. Clayberger, national chairman; Newspapers, Collin Armstrong, national chairman; Local and National Rates, Jesse F. Matteson, national chairman; The London Convention, Harry Dwight Smith; Financial Advertising Practices, William T. Mullally, national chairman.

At the election held Oct. 11, Stanley Resor, president of J. Walter Thompson Company, New York, was named president for 1923-24.

The other officers elected are: Merle Sidener, vice-president, Sidener-Van Riper Advertising Company, Indianapolis; S. A. Conover, secretary, S. A. Conover Company, Boston; John P. Hallman, treasurer, the H. K. McCann Company, New York.

Executive Board: members-at-large, one-year term—Roy S. Durstine, Barton, Durstine & Osborn, Inc., New York; Jesse F. Matteson, Matteson-Fogarty-Jordan Company, Chicago; two-year term—A. W. Erickson, the Erickson Company, Inc., New York; H. S. Gardner, Gardner-Glen Buck Company, St. Louis; three-year term—John Benson, Benson, Gamble & Crowell, Chicago; C. D. Newell, Newell-Emmett Company, Inc., New York.

Members representing councils (elected annually): New York Council, David G. Evans, Evans & Barnhill, Inc., New York; New England Council, Henry B. Humphrey, H. B. Humphrey Company, Boston; Philadelphia Council, W. L. Day, J. H. Cross Company, Philadelphia; Western Council, Harry Dwight Smith, Fuller & Smith, Cleveland; Southern Council, Morton Caldwell, The Chambers Agency, Inc., New Orleans.

"Publishers with whom we have consulted on this study of space buying and selling," Mr. O'Saughnessy said, "are all enthusiastically in favor of the undertaking and have proffered their cooperation in every way."

This work should ultimately result in quite a substantial saving of time for both publishers and the agency, which time can, in turn, be devoted to other constructive work.

In addition to the standardization work already accomplished—standard rate cards and the agencies' standard order blanks—the association hopes to clear up by standardization the sizes of pages and space buying and selling.

It was shown that there was a wide difference in the width of columns and sizes of pages in the newspapers and periodicals, which, if standardized, would clear up many mechanical problems to the benefit of publisher and advertiser. A saving of 3 per cent in mechanical costs involved could then be converted into the purchase of additional space.

The questionnaire sent out to publishers contained such questions as the following:

"About what percentage of your business solicitation calls, in cases where the advertiser employs an agent, are made to both advertiser and agent?

"What kind of calls, as a rule, occupy the most time?

"What proportion of the calls to an agency are to solicit the agency's cooperation in securing orders from specific advertisers?

"What proportion are to present in a more general way the merits of the publication?

"What proportion are to offer to the agency interesting news about the publication on some matter of common interest?

"What proportion are only to learn whether an order is to be received or not?

"To what extent does the feeling exist that the rate man or his assistant can only report results of decisions made by someone other than himself, making it necessary in your estimation to see or talk to the account executive or a high official of the agency in order that the merits of your publication may be acted upon in preparing a list?

"Would an improvement of personnel and increase of influence of contract and rate department help toward an intelligent economy of visitation?

"Would an effort on the part of agencies, prompted by the association to make a study on their own initiative of the plants, editorial, artistic, and mechanical equipment through visits from agents or committees of the association to publishers' offices and plants be helpful?"

R. P. Clayberger, making his report on the foreign language press, stated that the committee had successfully promoted the formation of the Association of Foreign Language A. B. C. Publishers. With more than 1,000 foreign language publications in this country there are but 15 that are members of the A. B. C. These 15 were invited to form an association of foreign language A. B. C. publishers. Eleven of them responded to this invitation, and the association became an established fact on July 27, of this year. Since the formation of the association six publishers were reported to have made application to the A. B. C. and, if they are accepted, will join the Association of Foreign Language A. B. C. Publishers.

Certain manufacturers, Mr. Clayberger emphasized, could not be afforded the wide publicity they desired, without this special class medium to prop up the distant corners. The report indicated a realization of the class appeal of the foreign language press, but was insistent upon A. B. C. membership, especially on the part of the better newspapers of this particular group.

The most important point brought out by Jesse F. Matteson, chairman of the Committee on Local and National Rates, as reported last week by EDITOR & PUBLISHER, was that the difference between local and national rates was so great that in some instances it militated very much against the healthy growth of national business, Mr. O'Shaughnessy said.

Mr. Matteson said that the committee does not intend to offer advice to publishers as to what action they shall take. The association has just one function to perform, which is to obtain the facts and present them that the solution may be worked out by the publisher in the interest of equalization.

Collin Armstrong, reporting on newspapers, stressed the point that publishers should be urged not to change their rates without proper notice. This tends to great confusion, he stated.

The chairman of the London Convention Committee, Harry Dwight Smith, declared in his talk that the heads of at least 40 member agencies were expected to take the trip to England next year.

William T. Mullally, chairman of the Committee on Financial Advertising Practices, impressed upon delegates the desirability of bankers being more and more conversant with the part that advertising plays in the movement of merchandise, so that they will not run the danger of freezing up inventories by shutting down on advertising appropriations at critical times.

It was an encouraging fact, he added, that the bankers were more sympathetic today than ever before regarding the necessity of advertising.

How the association is gathering information to build a rate and data bureau on foreign publications was explained in an address made by Frank A. Arnold on the subject, "The World-wide Field of Advertising."

Rates and data as to the principal foreign publications in 70 countries are now available, he said. He also stated that data already secured by the government had been turned over to the A. A. A. A. by the Department of Commerce. This information had been obtained in foreign countries by United States consuls, commercial attaches, business investigators and other government officials. It had been taken and put in the shape of usable information by the A. A. of A. A.

FARM PUBLISHERS ELECT

Four New Directors Named at Chicago —Rankin to A. B. C. Board

CHICAGO, Oct. 17.—The annual meeting of the Agricultural Publishers Association was held this afternoon at the La Salle Hotel, Chicago. The following members were elected to the board of directors to fill vacancies caused by expiration: Henry Morgenthau, Jr., American Agriculturist; B. Kirk Rankin, Southern Agriculturist; E. T. Meredith, Successful Farming; Marco Morrow, Capper Farm Press.

The Association unanimously adopted a resolution expressing appreciation of the Agricultural Press Committee of the American Association of Advertising Agencies for its report commending the farm market and farm papers.

At the Agricultural Departmental held in the morning in connection with the Audit Bureau of Circulations convention, B. Kirk Rankin was reelected as a director to represent the Agricultural division of the A. B. C. Marco Morrow is the other director representing the Agricultural division.

Albany News Celebrates

Members of all departments of the Albany Evening News celebrated the first anniversary of the paper Wednesday night, Oct. 10, with a dinner at the Hampton Hotel.

TREND TO EQUAL RATES —LOCAL AND FOREIGN

Survey of 1286 Daily Papers Reveals Many With Small or No Differential, James W. Brown Tells Specials

CHICAGO, Oct. 15.—"Publishers are beginning to believe that the national advertiser should pay the same rate for the same amount of space as the local man, plus, of course, the difference covering the higher cost of securing and holding foreign advertising."

James W. Brown, editor of EDITOR & PUBLISHER, thus summed up a survey of nearly 1,300 newspaper advertising rates to-day in an address before the Newspaper Representatives' Association of Chicago at the Morrison Hotel.

"Where the differential between local and foreign rates was too large," Mr. Brown said in his address, "that is, where the local rate was a great deal lower than the foreign rate, it often means a loss in income for the newspaper, because agencies naturally want to buy space for their clients as cheaply as possible, which is their privilege.

"When the local rate is much lower," Mr. Brown continued, "the agency places the advertising through the local dealer in the town where it wants to advertise. The dealer in turn buys space from the newspaper at the local rate and charges the advertiser accordingly."

"Questionnaires were sent to 2,500 daily and Sunday newspapers," Mr. Brown stated. "Out of this number replies were received from 1,286.

"Out of this number, 746 showed they had the same minimum rate for local and national advertising, 57 per cent of the total surveyed. Sixty-five of the 1,286 stated that they had a higher local rate than national.

"Ninety-two replies showed a differential favoring local advertisers from one to 15 per cent, 125 had a differential favoring local advertisers from 15 to 25 per cent, 184 showed a lower local rate ranging from 25 to 50 per cent and 74 had a local rate more than 50 per cent below national or foreign.

"At least half of the last class were morning papers, whose city circulation is part of their total distribution, and which presumably adjust rates on the basis of circulation which is of immediate benefit to the local advertisers.

"A total of 963 admitted that their national rate is from the same to 25 per cent higher than the local rate. That figure is assumed as a fair average cost of placing foreign copy in the newspaper office, including commission to agent, discount, and compensation. Probably this group would be greatly enlarged if complete comparative figures could be secured."

Charlie Miller of the Baltimore News made a short talk in which he agreed that a slight differential was justified, especially when it was taken into consideration that the local merchant used from 100,000 to 500,000 lines a year and thus felt that he was entitled to a better rate.

Mr. Miller also said that he viewed advertising as a public utility and that he believed it was beginning to be looked upon in that light—a public utility which should serve all alike, whether rich or poor, whether large or small advertisers.

Edwin S. Wells of the Daily News also followed with some comments on the subject and then several others took part in the general discussion. Interesting views were advanced by H. M. Ford of Ford-Parsons and Howard Shaw of Lorenzen & Thompson, as well as Thomas B. Shearman, also of Lorenzen & Thompson. Those present were:

James W. Brown	H. M. Ford
F. E. Crawford, President	E. S. Wells
	W. H. Stockwell
Berry Stevens	R. H. Flaherty
H. E. Scheerer	C. J. Anderson
Howard Shaw	P. L. Henriquez
E. T. Murfey	J. N. Morency
Thomas Shearman	P. Buckley
Justin Barbour	F. Guy Davis
Miss Gertrude Byrne	H. K. Clark
Mrs. Hinton Gilmore	Fred Crawford, Jr.
Palmer Terhune	Charlie Miller
W. T. Cresmer	L. E. Spach

DON'T IMPUGN PRESIDENT'S MOTIVES, LENROOT CHARGES INLAND PRESS

"Kept Press" Defines Those Which Apply That Epithet, Senator Says—Print Paper Market Soft, Adler Tells Publishers

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, Oct. 18.—The responsibility that rests upon newspapers to present facts correctly on public questions and the duty of the small town paper to protect local advertisers were two points brought out at the second day's session of the Inland Daily Press Association here today.

The feature address was made by Senator Irving L. Lenroot of Wisconsin on "The government and the press."

"One of the greatest dangers confronting America today is that the people are not informed upon public questions, that they do not understand the facts underlying the country's problems," Senator Lenroot said.

"Newspapers should freely state the facts about public questions and leave to the editorial columns any conclusions to be drawn from the facts. A newspaper which will suppress or distort facts in the news columns because of the political complexion of the paper is not a newspaper at all, and in selling its papers, obtains money under false pretenses.

"There are very few newspapers that are guilty of this," the Senator continued, "but unfortunately there is a wide-spread belief that people cannot believe what they read in the papers. It is of the greatest importance to the press as well as to the public that such care shall be taken in publishing the news that where a thing is stated as a fact it can be relied upon.

"There is also room for improvement in another direction, and that is in the form of criticism of the President of the United States, whoever he may be. Since the death of President Harding, I hope the press and the public have learned one thing and that is, however much we disagree with the politics or views of the President that he shall not be charged with sinister motives against the people of the country whom he was elected to serve. We have never had a President, in my recollection, Republican or Democrat, who did not in my opinion, honestly seek to serve the best interests of the people of our country.

"We hear much about the 'kept press.' From a careful observation, I have come to the conclusion that there is such a thing, but it is confined almost wholly to those papers which make that charge. The press as a whole is independent and its news columns have no connection with the advertising department.

"A newspaper which is found guilty of misstating facts in its news columns for the purpose of serving some propaganda ought to be ostracized by respectable newspaper publishers and barred from membership in their associations."

The advertiser's viewpoint of the newspaper was brought out in the talk by J. D. Steele of the Pettibone-Peabody Company, Appleton, Wis., who chose as his subject, "A one paper town."

Mr. Steele stated that one paper in a town was the ideal arrangement and advocated that merchants buy out papers if necessary to achieve this goal. He went on to tell some of the things local advertisers were forced to cope with.

"Most newspapers won't protect advertisers against out-of-town competition," he said. "Then we are forced to use space alongside low quality foreign advertising like patent medicines, etc.

"In many cases newspapers have reduced their local news content to the point where the sheet becomes merely a glorified advertising circular."

Under the supervision of R. D. Rainey, publicity director of the Inland, motion pictures of "The Story of the Review" again formed part of to-day's program. The pictures dealt with the story of the production of the Decatur (Ill.) review and the city of Decatur.

In the afternoon session, round table discussions were held in a number of subjects, following which the association went into executive session.

"Every utility company that has advertised since we started to work on them is now a permanent customer of the newspapers. They are getting results and they tell us that their advertising appropriations are the best investments they ever made."

With these words Joe Carmichael, of Des Moines, director of the Iowa Committee on Public Utility Information, summed up the growing interest of public utilities in advertising before the opening session of the Inland.

Mr. Carmichael spoke on "Public Utilities as Advertisers."

"I want to say that these committees are not essentially advertising bureaus," he said. "But they found at the outset that one of their most important functions, if their work was to be effective, was to help establish the industries they represent on a sound economic basis so far as publicity was concerned.

"They realized the justice of the earnest and forceful campaign which the Inland and other press associations are making against the free publicity graft, and were determined that their work should be free from any such stigma.

"There are now committees in 34 states and two others are being organized. We hope for an organization in every state within another year.

"One of the first things they discovered was that aside from companies operating in large cities, few were doing any advertising. They advertised in programs, running their names, without comment. They expected no results and they got none."

Mr. Carmichael, formerly city editor of the Davenport Times, then detailed what his association has done in newspaper advertising.

"We tried to correct the prevailing opinion that advertising was a graft. We copied articles from advertising magazines and broadcasted them. We printed advertising suggestions in our bulletins. We told them they had no right to expect anything from their advertising but what advertising brought them, in other words that they were not buying news space or the favorable consideration of the editor in his news columns. And the surprising thing about it was that in spite of the impression that advertising was a hold-up, we found members of the industry as a whole easy to sell on the proposition.

"Our checkup for the first six months of this year show that these utilities which we represent had done twice as much advertising in newspapers during those six months than they did all of last year. In other words, we had quadrupled newspaper advertising in 18 months. We expect that the checkup at the end of this year will show twice as much newspaper space bought during the last six months as the first.

"We have only started. Moreover, we have made satisfied customers. One member of my committtee, who is head of an operating company serving half a hundred small towns, has signed a yearly contract with every newspaper in every town which he serves. He tells me that he is getting concrete results in the sales of service and appliances and can notice that his public relations are constantly improving."

Mr. Carmichael went on to tell how advertising in newspapers was being used not only for sales, but also to renew franchises and other important ways.

"In Illinois they estimate that they have increased newspaper advertising 2,000 per cent in less than five years. In Ohio they are spending five times as much money. Nebraska has increased newspaper advertising at least 1,000 per cent, while the Rocky Mountain States Committee serving, Wyoming, Colorado and New Mexico has boosted good will advertising from nothing to 100,000 inches a year.

The meeting opened with announcement of new members—Mitchell (S. D.) Republican, W. R. Ronald; Clinton (Ia.) Herald, L. M. Michelsen; Portsmouth (Ohio) Times,, H. E. Taylor; Benton (Ill.) News, H. L. Frier.

Included in the announcements by the secretary was a letter from James O'Shaugnessy, secretary of the A. A. A. A. who pledged further active support of his association in the fight on free publicity.

"We have gone on record on this subject at practically every convention we have held in the last six years," Mr. O'Shaugnessy wrote. "We have a strong paper on it for the convention this week. We are therefore already set and more than pleased to follow out your suggestion.

"We realize that our business is at stake to a large extent in the free publicity abuse. We have been told of a large, well-known agency, not a member of our association, which has a large department for free publicity with no paid advertising whatever. Also that an agency solicits the business of our members on the basis of free publicity and that the offer to show the client how much free publicity can be obtained as a solicitation of the business."

Resolutions regretting the death of Arthur W. Peterson, president of the I. D. P. A. several years ago, were adopted.

A timely and interesting talk was made by James W. Brown, editor of EDITOR & PUBLISHER.

Mr. Brown spoke on local and national rates, and used as a basis of his discussion figures obtained from a survey of 1,286 daily newspapers.

"They seem to indicate that publishers were coming to believe that the national advertiser should pay the same rate for the same amount of space as the local man," Mr. Brown said, "plus, of course, the difference covering the higher cost of securing and holding foreign advertising."

Mr. Brown brought regrets from Walter Wellman, writer and Arctic explorer, who was scheduled to speak, but was unable to attend.

Mr. Brown also brought a message from Dean Williams of the University of Missouri, Columbia, Mo., who invited members of the Association to the Press Congress of the World to be held in 1925.

Good news concerning the print paper situation was presented by E. P. Adler of Davenport, Ia., chairman of the paper committee.

"The paper trade is in a healthy condition from the publisher's standpoint," Mr. Adler stated. "There is no indication of an increase in present prices. More and more foreign tonnage is coming in. More than 200,000 tons of foreign paper were imported last year and this year will show an increase of possibly 30 to 35 per cent. Production in the United States and Canada is also showing a big increase.

"There is every indication of a softening of print paper prices. Publishers are not being asked to make contracts for next year and it is certain that prices not only will not be higher, but will possibly be lower."

Don U. Bridge, secretary of the Association of Newspaper Advertising Executives, together with L. B. Palmer, manager of the American Newspaper Publishers' Association, took part in an informal discussion on free publicity.

A discussion on whether meetings of the I. D. P. A. should be open to the public or entirely closed was decided by making the last half-day session executive for members only.

Telegrams of greeting were read from President Calvin Coolidge and of appreciation from Mrs. Warren G. Harding.

Ohio Women Writers to Meet

The Ohio Newspaper Women's Association will hold its annual convention in Cincinnati, O., Nov. 16, 17 and 18, according to an announcement of the board of directors. The delegates will be the guests of the newspaper women of Cincinnati.

BURBACH IS A. N. A. E. LONDON CHAIRMAN

Executive Committee at Chicago Meeting Sets June 9-12, 1924 for Convention at Columbus, with Classified Managers

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, Oct. 17.—About 25 members of the executive committee of the Association of Newspaper Advertising Executives, with Frank T. Carroll, Indianapolis News, presiding, held an important meeting here this week at which George M. Burbach, St. Louis Post-Dispatch, was made chairman of the "On to London" committee, representing the newspaper department of the Associated Advertising Clubs in charge of the programs, etc.

It was also decided to hold a four-day session of the department in Columbus, Ohio, June 9-12, 1924. Two of the four days will be devoted to joint meetings with the Association of Classified Managers. An interdepartmental speaking program was also decided upon.

N. Y. CIRCULATION MEETING

Fifteen Speakers Will Address Binghamton Sessions

Members of the New York State Circulation Managers Association will meet at Binghampton, N. Y., Oct. 23 and 24, for their fall meeting.

The complete program follows:

C. E. Blewer, Binghamton Press—"Which is better in towns of 40,000 population or less, office owned routes or independent carriers?"

W. A. Underhill, Corning Leader—"Building circulation through the aid of the editorial department."

P. L. Clark, Norwich Sun—"Are bargain periods justified, and what are their permanent effect upon the newspapers?"

George Erb, Buffalo Evening News—"Why the return privilege?"

George B. Williams, Geneva Times—Baseball Player Boards. "How we handled the world series."

A. E. Sansoucey, Ogdensburg Journal—"Will the rural route patron always expect a cut rate for his paper?"

J. M. Annenberg, Philadelphia Public Ledger—"What features of the newspaper circulation have the most weight with the advertiser?"

James McKernan, New York World—"What feature of a metropolitan morning and Sunday paper gets and holds the attention of the largest number of readers?"

F. S. Levy, New York Mail—"What feature of a metropolitan evening paper gets and holds the attention of the largest number of readers?"

W. C. Hixson, Syracuse Post-Standard—"How can the best work be secured by carriers, city or county, on delivery, collection and general advancement of the paper's best interests."

Glenn S. England, Johnstown Leader-Republican—"Newsboys important factor in success of new spaper."

Ralph D. M. Decker, Rochester Democrat-Chronicle—"How independent office control delivery has been developed in Rochester."

John W. O'Connor, Albany Knickerbocker-Press—"Starting a new evening paper and some of its obstacles."

D. W. Tanner, Utica Observer-Dispatch—"What prizes have been most popular with carriers and agents during the past year?"

M. J. Blakeslee, Rochester Herald—"Premiums; are they necessary?"

DELIVERY CONTRACT EXTENDED

American News Co. Will Handle N. Y. Papers Until January 1

Following conferences between the New York newspaper owners and American News Company officers October 15, it is understood that the contract for delivery of the New York papers was continued for 60 days or until January 1, 1924. By notice of the American News Company, the contract was to have expired October 25, and the publishers for several months have been considering establishment of a jointly-owned delivery system for the morning and Sunday papers.

Due to the strike of the pressmen last month, the publishers were unable to give attention to their plan, and secured further time by consent of the News Company to extend its service until the end of the year.

NET LINEAGE FIGURES NEEDED TO STANDARDIZE CLASSIFIED ADS

Accurate Definition Is Another Step, Perkins Says—Different Methods of Computing Lineage Make Present Figures Unreliable for Comparative Purposes

By C. L. PERKINS

Executive Secretary, Association of Newspaper Classified Advertising Managers

SOMEONE has divided all lies into three classes—the first class being plain lies, and the third or superlative class being statistics. Of course, statistics don't lie, but frequently the conclusions drawn from statistics are false because the figures do not give all the facts from which to draw a true conclusion.

This is particularly true in newspaperdom where there is so much of that childlike attitude of "my father knows more than yours" or "our automobile is better than yours". Seldom, if ever, do you see retail merchants advertise that their sales amount to $1,000,000 while their competitors, Brown & Co., only sell $700,000 worth of merchandise. Banks are not in the habit of advertising the fact that they have a greater number of depositors than certain other banks. Manufacturers seem to find something more important to say about their product other than the fact that its sales are so many units greater than those of a competing line.

However, among newspapers there seems to be an idea that comparative circulation and advertising totals or gains and losses are the most important things to be used in promotion.

While there may be some question about the advisability of this type of comparative advertising, this is not written to critize the practice. There is undoubtedly some reason why it is more general in the newspaper field, since newspaper workers as a class are highly intelligent citizens. Perhaps this is due to the fact that in no other industry can the public so easily compare volume of business. A paper's circulation can be judged by the number of people reading it in street cars. A general knowledge of its volume of advertising is common property for all discerning readers.

This is written, not to criticize the use of statistics in advertising, but as a plea for standard statistics in classified advertising. Statistics are most useful things. Their greatest utility is the facts that can be learned from them, with a view of determining future business courses to be followed. However, for this purpose or for use in comparative advertising they are misleading, if not compiled according to a standard.

For example, a recent set of figures gave the classified lineage of two newspapers in a large city for a period of months. The figures of one were gross lineage—that is, included all heads, subheads, cut-off rules, etc., while the others were net, or actual paid lines.

From an advertising standpoint this was unfair to the paper using net lineage as the difference between the net and gross on both papers was close to 500,000 lines for that period.

From the standpoint of the classified manager, who wanted to judge the efficacy of the two entirely different methods of promotion and selling used by the papers, the figures were of no value.

At each of the annual meetings of the Association of Newspaper Classified Advertising Managers, this subject has been discussed and as a result progress has been made. More and more papers are compiling their statistics in a way that makes them comparable with figures of other papers.

John L. Irvin, president of the Association and classified advertising manager of the Des Moines Register & Tribune is preparing a campaign among Association members to bring about more nearly standardized statistics. A few days ago he said that his first step had been a determination to change his own system of records so that he had both net and gross lineage figures. He will keep the new record beginning with the first of the year and urge the 240 members of the Association to do likewise.

Of course, it will be impossible to ever secure figures that are absolutely comparable as long as there are so many styles of classified typography used. Various newspapers use different sizes of body type—some permit display type while others do not—while many confine their advertisers to single column space.

In these matters it will be impossible to attain standardization, although each year sees more and more papers approaching a somewhat standardized form of typography and make-up. On the other hand, it is possible for all papers to attain a standard method of computing the amount of lineage.

To quote from a letter recently received on this subject: "A comparison of advertising figures of newspapers in different cities, or in many cases, of newspapers in the same city, is as misleading as circulation comparisons used before the advent of the A. B. C. For example, one newspaper will include in its advertising figures only net paid lineage. Another newspaper will include re-runs, or heads and rules, or even office advertising."

The A. B. C. have standardized the method of determining circulation, and today circulation means net paid, not press run.

The same thing can and should be done in classified advertising. It would seem that the first step is to keep and use net lineage figures. This is not a difficult task. Most papers keeping net figures, arrive at them by subtracting from the gross lineage the unpaid space used. To do this, it is necessary to know the size of heads and cut-off rules and the number used, and the amount of re-runs and other unpaid lineage. This is easily determined.

A second step would be to accurately define classified. Some papers call some advertising classified which others call display. Examples of this are educational, auction, resorts and types of display that are printed together under classification heads.

Now is the time to at least take the first step. The first of a new year will soon be here, and a forward stride will be taken, if more papers keep net lineage figures in 1924.

N. E. A. CONTEST ON

Three Silver Cups Are Offered As Prizes

The National Editorial Association is staging a contest for the best editorial page, the best made up first page and for the paper doing the best community service. Three silver cups are to be offered. They are called the president's cup, the American Printer cup, and the Editor & Publisher cup. The contest begins Nov. 1 and ends Feb. 1. One paper is to be submitted each month.

Papers are to be sent to the following judges: Best made up, especially the first page, to John Clyde Oswald, American Printer, 241 West Thirty-ninth street, New York; best editorial page, quality and make-up to count, to John C. Brimblecom, Newton, Mass.; and best paper in community work to James Wright Brown, Editor & Publisher, New York.

SPOKANE RAISING AD FUND

Will Spend $35,000 Telling Merits of City and Region

A fund of $35,000 is being raised in Spokane, Wash., to advertise the city and the Inland Empire—that portion of eastern Washington and northern Idaho tributary to Spokane. Harlan I. Peyton, chairman of the finance committee, reports that practically all of the fund has been raised and that teams which have not yet reported probably will have reached the goal when their report is turned in.

The administration of the fund collected is to be in the hands of an organization comprised of leading business and professional men, incorporated as Spokane & Inland Empire, Inc.

Bell Starts New Ad Series

During October a new advertising series by the Bell Telephone Company of Pennsylvania will appear in the newspapers of that territory. It will run well into November, and will be of an informative nature. The headings of some of the advertisements show what will be told the public—"Half a Million Miles" of new wire; "This Year $42,200,000"; "A Million a Month" in new switchboards and Central Office equipment; "76,000 New Telephones"; "Twenty-two New Buildings." One ad will tell that it would require "A Train 60 Miles Long" to haul this equipment. The series ends by showing that with the addition of all this new equipment, "The Service Must Go On" for present subscribers.

NEWS PRINT BUREAU MEETS IN NEW YORK

G. E. Roberts of National City Bank and M. W. Alexander of Industrial Conference Board Speakers

Fall meetings of the News Print Service Bureau were held Oct. 18 and 19 in New York, with R. S. Kellogg, secretary, presiding. The cost accountants and engineers met at the Canadian Club, Hotel Belmont, Oct. 18, while the general meeting was at the Hotel Commodore, the 19th.

At a luncheon Friday, George E. Roberts, vice-president of the National City Bank, New York city, and Magnus W. Alexander, managing director of the National Industrial Conference Board, New York city, were the chief speakers.

Bureau members were conducted on an inspection tour of the plant of the New York Tribune Thursday evening by S. P. Weston, who designed the building arrangements.

Those attending the meetings and luncheon included:

P. T. Dodge, president, and Col. W. E. Haskell, vice-president, of the International Paper Company; Maurice Hoopes, president, Finch, Pruyn & Co.; W. H. Smith, comptroller, Abitibi Power & Paper Company, Ltd., Montreal, Canada; S. B. Wardwell and E. B. Sterling, West End Paper Company, Carthage, N. Y.; A. F. Allen, Tidewater Paper Mills Company, Brooklyn, N. Y.; C. B. Martin, St. Regis Paper Company, New York; S. W. Slater and R. N. Louthood, St. Maurice Paper Company, Ltd., Montreal; L. M. Smith and E. P. Wilson, Brompton Pulp and Paper Company, Ltd., East Angus, Quebec; Charles Gilman and E. A. Kendler, Gilman Paper Company, New York; Louis Armstrong and J. H. Cunningham, Laurentide Company, Ltd., Grand Mere, Quebec; H. E. Blackman and E. S. Catlin, Pejepscot Paper Company, New York; E. A. Brissett, Price Brothers & Co., Quebec; B. J. Waters, Spanish River Pulp and Paper Mills, Ltd., Sault Ste. Marie, Ont.; Louis Bloch, Crown-Willamette Paper Company, San Francisco; A. B. Martin, Pacific Mills, Ltd., Vancouver.

Guests, other than bureau members, at the luncheon included: Henry L. Stoddard, New York Evening Mail; Ogden Reid, New York Tribune; Arthur T. Robb, EDITOR & PUBLISHER; H. H. Kohlsaat; H. B. Coho, New York Lumber Trade Association; E. W. McCullough, United States Chamber of Commerce, and Henry Stokes, president of the American Pulp and Paper Association.

In Portland reporting the A. F. of L.—Left to right—Carroll Binder, Chicago News; Michael Flynn, head of the only Newswriters' union in America; William Bliss, of the Chicago American; John J. Leary, of the New York World; George P. West (upper), New York Call; Chester Wright, head of the Federation Publicity Bureau; Arthur Shields (upper), Federated Press, and Joseph Corbett, Seattle Union-Record.

NEWSPAPERS LOOK TO THRIFT WEEK FOR DISPLAY LINEAGE BOOST

Success of 1923 Spur 1924 Preparations—Toledo Blade Sold 12,480 Lines of Extra Business at Time of Annual Post-Holiday Slump—Dates Jan. 17-23

By HAMMOND EDWARD FRANKLIN

AT a time of year when display advertising often takes a slump—January—the Toledo Blade sold 12,480 lines of extra business.

The Hartford Times secured a double truck, and two single full pages. The Washington Star handled 11,540 lines. The Philadelphia Record netted considerable extra space by the same plan. Many other newspapers, large and small, made the most of the idea.

This coming January, another National Thrift Week will be staged, from Jan. 17 to 23. From present indications, it will make possible the largest extra lineage which newspapers ever received, wherever suitable work is done by the newspaper staffs in advance. Already, aggressive plans are being made by various newspaper publishers and advertising managers to this end.

In this article will be found some concrete experiences of newspapers last year with Thrift Week, together with advance details as to how it is planned to operate the affair for January, 1924.

"We made a distinct success of Thrift Week here last January," J. A. Davis, business manager, Albany (Ga.) Herald, stated when asked to outline his experience. "In co-operation with three of the leading banks of the city, the Herald kept the attention of this community and section in Thrift Week in a very effective way.

"On Saturday before Thrift Week opened, we carried a page one story calling attention to the week and explaining the special proposition which the banks and the Herald were offering. This proposition was a coupon which was published in the Herald daily during Thrift Week and which was good at each of the banks for 50 cents on any savings account for one dollar or more which was opened at either of these banks during the week. We also carried a daily streamer across the top of the front page with an appropriate thrift quotation from some man of note.

"Backing this up, the three banks carried a page advertisement for six days, beginning Saturday preceding Thrift Week. These were intended to be educational in character and designed to show people how to start to save by showing them how it was possible for everybody to save a little and how savings mount up over a period of years. The banks opened over a thousand accounts as a result. We are planning to put on another Thrift Week campaign this coming year."

The Washington Star last January lined up 11,540 lines of advertising on thrift. How it was done is related by Leroy W. Herron, advertising manager.

"All those interested seemed to believe the Thrift Week idea excellent and one which would take deep root for following campaigns. The building association advertising was handled through Clinton James, its president, who called a meeting of all the building associations. The Associated Retail Credit Men's advertising was handled through their president in practically the same way. The banks and trust companies were solicited.

"The building association used 2,655 lines, the banks and trust companies 5,835 lines, the associated credit men 1,220 lines and the merchants 1,830 lines."

At Honolulu, the Star-Bulletin carried stories on different phases of thrift for 28 days. The Advertiser had articles for 22 days. Seven full pages of advertising, with a value of $705.60, were carried in the Star-Bulletin. The Advertiser had four full pages and one double page, worth $462. Various houses used space for additional copy built around the thrift keynote. Posters and window streamers were used in schools and business houses.

"Thrift Week was not our idea, but we were glad to promote it," W. Edward Myers, advertising manager, The Toledo Blade, commented. "Incidentally we picked up some extra business at a time when things were a little dull. Altogether, we carried 12,480 lines of Thrift Week advertising."

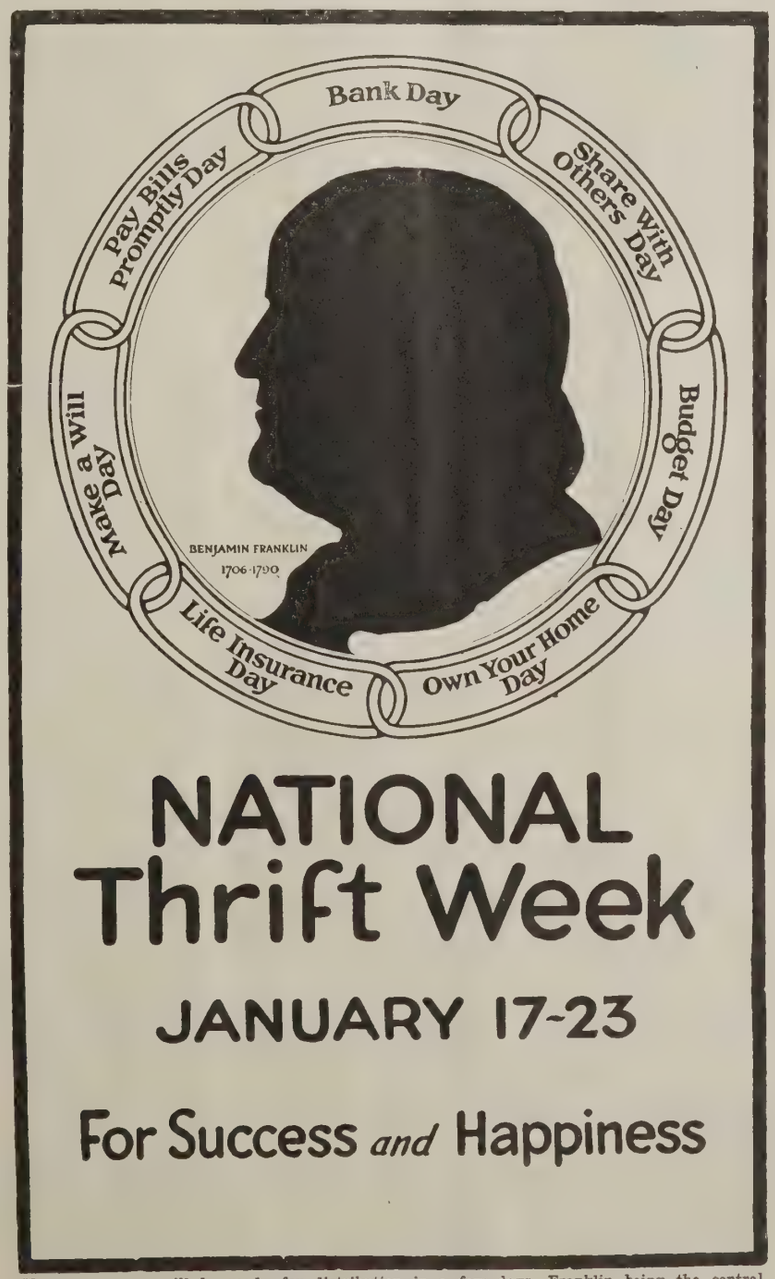
F. J. McLaughlin, advertising manager, Dubuque (Ia.) Telegraph-Herald, summed up his experience with Thrift Week this way:

"When the National Thrift week idea was presented to us, it struck us as particularly applicable for newspapers, inasmuch as it occurred during the week of Benjamin Franklin's birthday and Ben Franklin was not only the father of thrift but the 'daddy' of the art preservation of all arts in this country. As publishers, we felt it incumbent upon ourselves to keep fresh the memory of his achievements. The more we learned of him, the more impressed we were with his wonderful versatility. Incidentally, the idea proved a profitable one for we sold 237½ inches of advertising to twelve pleased advertisers."

I will quote here from but one more comment of a newspaper executive—this one from Ross Anderson of the Philadelphia Record:

"During the campaign of National Thrift Week for 1922, the Record arranged for a tie-up with the general campaign in two ways. First, we solicited our regular advertisers of all kinds to either run separate copy emphasizing the various phases of Thrift Week or, if this was impossible, asked them to feature it in their advertisements. We were successful in many cases as shown by the American Stores, Supplee-Wills-Jones and other advertisers of this type, who had sufficient appropriation to consider such a proposition.

"Second, as each of the various days was designated by the general advertising, we endeavored and succeeded in securing lines where the advertisers were particularly interested in the advertising for that day. For Bank Day, the 17th, we secured a tie-up of all the leading banks to run that or the following day, the 18th, which was Budget Day. On the 19th, Insurance Day, we solicited successfully a considerable amount of special insurance advertising. On the 20th, 'Own your own home day,' we tied up with the real estate dealers in both the Saturday and Sunday issues. For the 23d, 'Make a will day,' we solicited the trust companies."



Newspaper copy will be ready for distribution in a few days, Franklin being the central figure, as in the above poster.

Benjamin Franklin's birthday, the 17th, will open the week, the days of which have been designated as follows for January, 1924:

Thursday, Jan. 17—National Trift Day.
Friday, Jan. 18—Budget Day.
Saturday, Jan. 19—Pay Bills Day.
Sunday, Jan. 20—Share with others day.
Monday, Jan. 21—Life Insurance Day.
Tuesday, Jan. 22—Own your home day.
Wednesday, Jan. 23—Make a will day.

Appropriate copy is now being prepared as the gift of the Edwin Bird Wilson advertising agency, New York. Mr. Wilson is chairman of the National Thrift Week committee advertising council. Mats of the copy are to be furnished at cost to all newspapers requesting them of John A. Goodell, secretary, National Thrift Week Committee, 347 Madison Avenue, New York City.

This committee, of which Adolph Lewisohn is chairman, and which supervises much of the machinery of the annual event, works in co-operation with 48 national, civic, commercial, educational and religious organizations, among which are the American Bankers Association, Associated Advertising Clubs of the World, Chamber of Commerce of the United States, Young Men's Christian Association, Federal Council of Churches and the General Federation of Women's Clubs.

New organizations which this year have endorsed the Thrift Week program include the U. S. League of Local Building and Loan Associations, the National Association of Mutual Savings Banks and the National Association of Real Estate Boards. "For success and happiness" has been adopted as the slogan for the forthcoming campaign. It is expected that even the United States post office will tie up with the week, since Franklin was the first American postmaster-general.

Proofs of mats will be ready Dec. 1 for the newspaper publishers of the country.

"We were gratified with the response which came from newspaper publishers from Bangor (Me.) to Honolulu last season in the generous use made of National Thrift Week as an advertising opportunity," John A. Goodell, executive secretary of the national committee, stated. "This season the retail merchants will probably co-operate in a much larger degree than in past years. The new philosophy of retailing from the viewpoint of the purchaser rather than that of the seller is being investigated thoroughly by some of our leaders in the retail line. The family budget service bureau of the New York John Wanamaker store is a case in point. Wise-spending sales and the use of the family budget promise to be favorite terms with merchants and retail advertising this year.

"We are especially pround of the manner in which several daily papers used the Thrift Week opportunity for paid lineage. To cite just one case: Mr. Myers of the Toledo Blade secured five full pages of paid advertising by very cleverly using the material furnished by the National Thrift Week committee and adapting it to local atmosphere. On National Thrift Day, the community bank advertisement over the signatures of nine Toledo banks was a feature.

"On 'Own your own home day,' eight building and loan associations provided an advertisement over their joint names. On 'Pay your bills promptly' day, an entire page was devoted to this subject, with a line, stating, 'This space contracted for by Toledo citizens interested in Thrift Week.' Another page of bank advertising in the Blade included letters and photographs from eight prominent bankers, over the names of eight leading Toledo banks. On National Life Insurance Day, an entire page was devoted to the institutional advertising of life insurance and paid for by the life insurance agents of Toledo."

National Thrift Week offers an opportunity for constructive service for the community—and an undeniable chance to boost the display lineage of a month which tends to be more quiet than the Christmas season just preceding it.

TRADE PAPER BODIES AMALGAMATE

Associated Business Papers and Editorial Conference Unite at Chicago Meeting—F. J. Frank New President of A. B. P.

(*By Telegraph to* Editor & Publisher)

Chicago, Oct. 17.—Associated Business Papers at their closing session at the Congress Hotel today, elected the following officers: President, Fritz J. Frank, Iron Age; vice-president, John N. Nind, Jr., Periodical Publishing Company, Grand Rapids; treasurer, Henry Lee, Simmons-Boardman Publishing Company, New York; secretary and general manager, Jesse H. Neal; other members of executive committee: Roger W. Allen, Henry G. Lord, Clay C. Cooper, E. R. Shaw, Malcolm Muir.

Resolutions were adopted favoring revision downward of present zone postal rates; pledging the association to support any efforts in that direction; also strongly endorsing and offering support to Secretary Hoover in his plan of standardization and simplification, including instructions to renew effort to prosecute greater standardization among business papers.

Also extending appreciation of the splendid spirit of co-operation of the American Association of Advertising Agencies and pledging the A. B. P. to continue efforts to bring about improved relations between Business Papers and Advertising Agencies.

Pledging the association to co-operate with all proper efforts to decrease taxation by national, state, and local governments.

Sense of convention that path to more satisfactory conditions is to be found only through hard work.

Pledge to co-operate with the Secretary of War in his work in organizing the industrial resources of the government for service in time of need.

Extending congratulations to H. M. Swetland for his notable achievement in writing and compiling immensely valuable matter contained in his book "Industrial Publishing" (outgrowth of educational courses of the past two years).

A general promotion plan as outlined in a 36-page handbook for Business Papers, prepared by the copy and service committee, was referred to the executive committee.

This elementary treatise, off the press today, is to be distributed to customers through salesmen. A plan was proposed and accepted for amalgamation of the National Editorial Conference with the Associated Business Papers, details to be arranged by the executive committee.

The convention viewed with concern the dangerous situation whereby employing printers are passing on to publishers with profit to themselves continued and in many instances unwarranted advances in labor costs in the printing trades, and it demanded representation on all boards and conferences dealing with cost of labor in printing trades.

The report of the surplus property committee indicates that the war department has liquidated in four years over $2,500,000,000 of excess war materials. Contributing publishers have advanced the costs of approximately $150,000 and the government has spent up to October 1, about $500,000 or close to $2,000,000 for advertising during the four-year period.

AD BUREAU DINNER IN 1924

Committee Decides to Repeat Function at Next A. N. P. A. Convention

At the meeting of the committee of Publishers in charge of the work of the Bureau of American Newspaper Publishers Association, held in Chicago, Tuesday, Oct. 16, past and future work of the organization was discussed. The objective of the Bureau is a fuller and more complete understanding of newspaper advertising values by the entire field.

The director of the Bureau, William A. Thompson, spoke of plans in connection with his forthcoming trip to the Pacific coast where he will confer in cooperation with the Pacific Coast manager of the Bureau with important advertisers and prospects.

Keen interest in the Far West in community advertising is finding expression in the form of a meeting of newspaper men in San Francisco in the near future which Mr. Thompson will attend, and in which other important factors in the Bureau of Advertising will play a part. The possibilities in community advertising will be discussed.

It was decided to hold a dinner in connection with the 1924 convention of the A. N. P. A. because of the feeling that the 1923 dinner had been a success.

BRYANT COMPLETES SURVEY

Says Country Editors Should Have $200 Month Salary

Dropping delinquent subscribers, raising advertising rates, the placing of greater emphasis on news editorials, and devoting more attention to informing readers than to trying to "put things over," are some of the things advocated for the country editor of North Dakota in a survey just made of sixty country newspapers in that state. The survey was made in the interest of Sigma Delta Chi, the national journalistic fraternity by Otis F. Bryant, of the Napoleon (N. D.) Homestead, a former student at the University of North Dakota, and a member of Sigma Delta Chi.

"I find some editors putting aside only $100 a month as salary for themselves in computing the cost of running their plants," says Mr. Bryant. "No editor should allow less than double that amount for his salary, as he is just as much entitled to special rate of pay as the other professional men."

The use of editorial and news columns in the interest of the community he urges as the logical means of being of service to readers. At present the editorial columns of the country paper are of little account and the editors rarely write editorials except at the time of political battles, the survey shows. The usefulness and importance of the country paper can be increased greatly by regular use of the editorial columns in the interest of things affecting the community, it further indicates.

Aberdeen Paper Slashes Rates

The Aberdeen (S. D.) American-News, daily and Sunday, is conducting one of the most noteworthy subscription campaigns ever engaged in by a western paper. The campaign lasts thirty days. The price fixed for either paper, by mail, is $1.25 a year, against the previous price of $4. Both papers, by carrier, are offered for $2.50, the previous rate being $6.

PULP SUPPLY IS CHIEF PAPER PROBLEM

Canadian Embargo Would Intensify Present Shortage, Pulp and Paper Association Men Hear at Chicago Meet

The greatest problem confronting the paper industry today is the adequate supply of pulpwood, according to delegates who attended the convention of the American Pulp and Paper Association in Chicago, Oct. 10.

The conference was the most largely attended of any previous meeting in the history of the paper industry and included not only producers, foresters, and others interested in the manufacture of paper and paper products, but also those engaged in the merchandising branch of the industry. About eight hundred delegates were on hand from all parts of the United States and Canada.

The effect of the proposed Canadian embargo on pulpwood was a subject that brought up considerable discussion at the meeting.

"The proposed action only intensifies the problem of pulpwood shortage," Secretary O. M. Porter of the association stated in his report. "We are not quite prepared to state what effect this embargo would have on Canada's forest problems. It is our belief, however, that the forest problem of both United States and Canada could, in a large measure, be solved by adequate fire prevention. After this comes reasonable forest taxation, some form of practical forest management and reforestation."

A more optimistic note, however, was sounded by Henry W. Stokes of Philadelphia, president of the New Haven Paper Company, and chief executive of the American Paper and Pulp Association.

"The paper industry is entering upon a fall season which should be marked by good general business," said Mr. Stokes. "The July and August paper production was above the normal for those months, even though the high record achieved last year for those months was not equalled.

"Prosperous conditions prevail generally, and there is every reason to believe that we will share in the prosperity with other basic industries."

Dr. Raphael Zon, director of the Lake States Experiment Station, John Alexander of the Nekoosa-Edwards Paper Company, Port Edwards, Wis.; George E. Roberts, vice-president of the National City Bank of New York, and C. H. Markham, president of the Illinois Central Railroad, were among the speakers at the various sessions of the convention.

A paper exchange was opened in the Pershing Square building in New York on Oct. 16, it was announced at the final session of the conference by John R. Mauff, executive vice-president of the paper industries exchange of Chicago. The exchange will be similar to the one now operated in the Wrigley Building there and will set prices on paper as other exchanges do on other commodities.

ROOSEVELT IS ESSAY JUDGE

Will Assist In N. Y. Ad Club's London Trip Contest

Col. Theodore Roosevelt, Assistant Secretary of the Navy, has accepted his appointment as one of the judges of the essay contest to be conducted by the Advertising Club of New York.

The other members of the committee are Dr. John H. Finley, formerly Commisioner of Education of the State of New York; John G. Jones, vice-president, Alexander Hamilton Institute; Jesse Straus, president, R. H. Macy & Co., and B. C. Forbes. The contest is open to students of the universities, colleges and schools, the first prize of which is a trip to London and all expenses paid during the week's session of the Associated Advertising Clubs of the World convention in 1924. A number of other prizes are also offered with the additional award of membership in the Junior Advertising Club.

The subjects for the essays are: "Advertising as a Business Force," "What Is the Best Advertisement I Ever Saw, and Why?" "Why We Buy Advertised Articles for Our Home," "The Influence of Advertising on Our Daily Lives."

All essays must be in the hands of the committee by Nov. 7. Full particulars will be supplied by the Advertising Club. The awards will be made during the Advertising Exposition, which opens Nov. 12.

JOURNAL BOOMS JACKSONVILLE

Gives $1,000 To Civic Ad Fund When Council Refuses

When the city council of Jacksonville, Fla., refused on Oct. 15, to appropriate a sum of $25,000 for advertising the city in other parts of the United States, the Jacksonville Journal immediately called upon the citizens of the city to raise the fund, and opened the subscriptions with a $1,000 donation.

"Jacksonville must advertise or stagnate. Advertising is life blood to a city that has a mind to grow!" the Journal declared in opening its subscription campaign.

John H. Perry is publisher of the paper. Abe Hurwitz is editor, and Frank Beddow business manager.

Silk Makers Use Sulphite Pulp

A new element is steadily breaking its way into the pulp business, and is destined to have in the future an influence on the price of newsprint, namely, the growing use of sulphite pulp in the manufacture of artificial silk. This matter was discussed at length in a paper delivered before Montreal Paper Club by T. J. Stevenson, president of the Riordon Sales Corporation, Ltd., on Oct. 16. Mr. Stevenson quoted figures to show that the manufacture of artificial silk in Europe and United States had increased some 200 per cent since pre-war days. A factory was likely to be installed in Canada very shortly, backed by British capital, to utilize Canadian sulphite pulp in the manufacture of artificial silk.

Escapes Hurt in Auto Crash

Becoming drowsy at the wheel, due to late work on a special edition of the White Plains (N. Y.) Daily Reporter, Leon Barret, advertising man, lost control of the auto in which he and Mrs. Barret were riding, and plunged into a fence. Neither was hurt. The car, belonging to Joseph W. Hogan, circulation manager of the Reporter, was wrecked.

ASKS AN AMERICAN PUBLISHER TO HELP FINANCE PULP MILL

Editor & Publisher has received the following letter which should prove of interest to all publishers. The name and address of the writer will be furnished to those interested upon application to the managing editor of Editor & Publisher.

Oct. 15, 1923.

To Editor & Publisher: I have recently come in contact here with an opportunity for the establishment of a newsprint paper manufacturing plant and am taking the liberty of writing to ask if you can put me in touch with some American publisher who wishes to secure a supply of newsprint paper over a term of years and who would be willing to assist to some extent in the financing of such a mill.

The property I refer to has over two hundred thousand cords of pulpwood which can be delivered to the grinders for not over $6 per cord, ample and cheap waterpower, railroad and ocean shipping facilities with a very cheap water freight rate to New York or Atlantic coast points. There is also a large supply of other pulpwood which can be purchased from the farmers and small jobbers at not over $8 per cord delivered at the grinders.

I have prepared figures showing the cost of manufacturing newsprint paper at this proposed mill which show that it can be produced at a much lower figure than any other mill now operating. These figures have been checked by a thoroughly competent paper manufacturer and approved by him.

I have been connected with the paper manufacturing business since 1899 and can furnish references as to my responsibility and assurance that the proposition I have in mind is sound and worthy of careful investigation. If you can render me any assistance I would most sincerely appreciate your help.

Very truly, Paper Mill.

These are the features that meant leadership to The New York Daily News — Buy Leadership!

Blue Ribbon
FICTION
First Run Work of First Class Authors

Blue Ribbon Serials for Sunday *(one release a week)*

Blue Ribbon Serials, Week day *(six days a week)*

Blue Ribbon Short Stories—*from 8,000 words down.*

Well Written Tabloid Short Stories of 300-600 words

BLACK & WHITE Strips

The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King.*
Harold Teen *by Carl Ed.*
Winnie Winkle *by M. M. Branner.*
Moon Mullins *by Frank Willard.*
Smitty *by Walter Berndt.*

COMICS IN COLORS

8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.

THE GUMPS
By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed
WINNIE WINKLE
By Branner
SMITTY
By Berndt
TEENIE WEENIES
By W. M. Donahey
MOON MULLINS
By Willard
KITTY
By Mildred Burleigh

GOOD ETIQUETTE
by Gelett Burgess

W. E. HILL PAGE OF COMICS
in Gravure or Black and White

CARTOONS
John T. McCutcheon—Carey Orr
Gaar Williams

BURNS MANTLE
Weekly New York Theatre Letter

THE POTTERS
by J. P. McEvoy

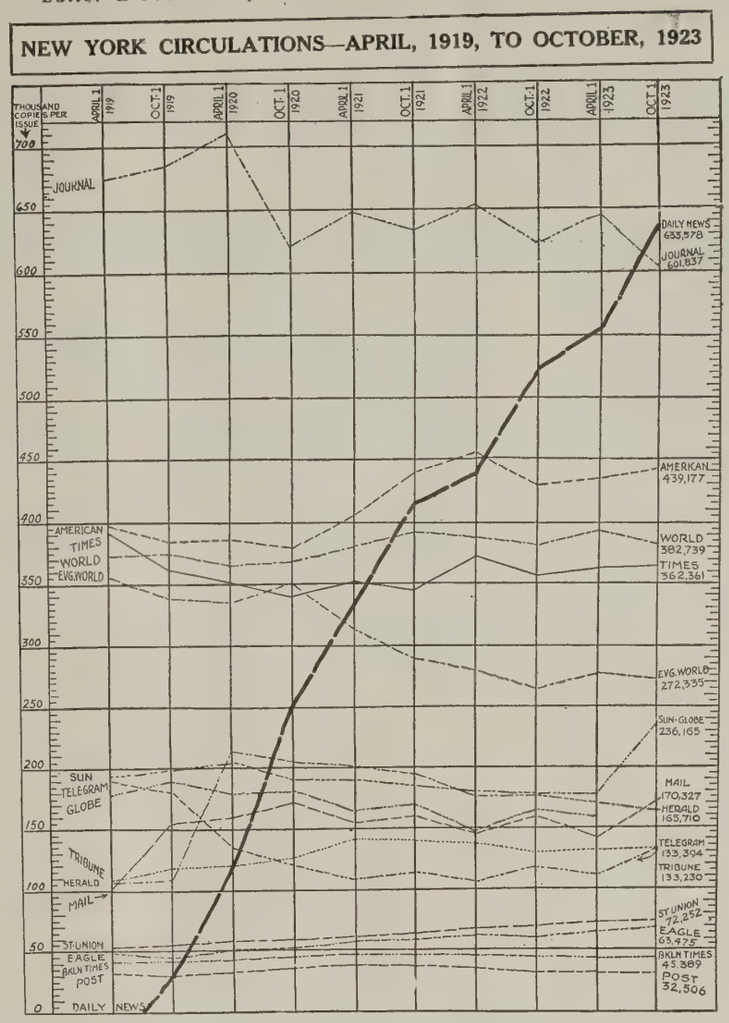
GRAVEL PIT PUPS
Raymond Kelly

DR. EVANS
The first and best of newspaper medical writers

Daily and Sunday
Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery.

LEASED WIRE Service
Foreign—National—Local

PACIFIC & ATLANTIC Photos
Organized by The Chicago Tribune and The New York Daily News
25 Park Place, New York



The chart is from Editor & Publisher for October 6, 1923 . . . . . The sky rocket at your right represents the circulation growth of The New York Daily News, which The Chicago Tribune founded four years ago. The Daily News now has the largest weekday average in America — and this figure, 633,578, includes the low period of the strike. The FEATURES used in The Daily News are identical with those in The Chicago Tribune, its parent paper—despite their wide divergence in age, character and make up.

"How Come??"

THE treatment of news and the selection of news pictures are bound to vary;—editorial policy is the playboy of the management;—these are the factors which determine selection by only a few readers. But FEATURES are the dessert to a meal of reality. In shrewd coordination they pile up circulation from the "85%."

Chicago Tribune features meant amazing growth and swiftly acquired leadership to The New York Daily News. They mean leadership wherever they go,—they're the features that amassed, in four years, the largest weekday average in America! *Don't you think it would be wise to phone or wire right away for a few options?*

The Chicago Tribune Newspapers Syndicate

Tribune Plant, Chicago **25 Park Place, New York**

UNIFORM AD RATE RECOMMENDED TO MISSOURI RURALS

Press Association Warned Against Fraudulent Advertising and Free Space Evil At 57th Annual Meet In St. Louis —A. W. Butler Elected President

ASA W. BUTLER, editor of the Albany (Mo.) Capital, was elected president of the Missouri Press Association, Oct. 13, in the closing session of the three-day convention of that body at St. Louis. R. E. Stout, managing editor of the Kansas City Star, was elected vice-president.

Other officers are: recording secretary, Miss Anna Nolen, Monroe City News; treasurer, Mrs. F. L. Stufflebeam, Bolivar Herald; directors, Dwight H. Brown (retiring president), Poplar Bluff American, and Harry Denman, Farmington News.

This, the 57th annual convention of the Missouri Press Association, was unusually successful, President Brown said. Beginning with the opening of the convention Thursday morning, Oct. 11, there was a continuous program of business or entertainment, until the adjournment Saturday noon. Registrations numbered 259, but Secretary J. S. Hubbard estimated the total attendance at approximately 300.

After the registration of members and visitors Thursday morning, the convention was opened by President Brown. Addresses of welcome were given for the city of St. Louis by Mayor Henry W. Kiel, for the Chamber of Commerce by F. W. A. Vesper, president of that body, and for the St. Louis Convention, Publicity and Tourist Bureau and local arrangements committee, by Frank P. Glass, editor of the St. Louis Star and executive chairman of the arrangements committee. President Brown responded to these addresses on behalf of the association.

"A City of Childhood and How the Press Can Help" was the subject of an address given by A. N. Farmer, of the Brotherhood of American Yeomen, which contemplates the establishment in Missouri of such a "city" in which orphans would receive something near to the care and instruction that is given in a normal home life. After the appointment of the committees on resolutions, by-laws, nominations, necrology and auditing, the morning meeting was adjourned.

Members reassembled shortly afterward in the dining-room of the Jefferson Hotel at a luncheon given the association by the Associated Industries of Missouri. Here they were addressed by Frank Rand, president of the International Shoe Company; Edward F. Goltra, president of the Mississippi Valley Iron Company, and C. O. Moshier, secretary of the American Cotton Exchange, Dallas, Tex.

"The problem of the newspapers and of industry is the same," Mr. Rand said. "They are both judged by the standard of service. You are devoted to educational, religious and political development of the state, of the country and of humanity. Industry is coming along, trying to supply the necessities of life which have been largely created by the teachings which come from you."

Mr. Goltra explained the reasons for his belief that Missouri is a coming steel center. Mr. Moshier told of the cooperative marketing system under which, he said, 75 percent of the cotton produced in the United States is now marketed.

John Ring, Jr., of the John Ring Advertising Company, St. Louis, in his talk on "National Advertising and Its Relation to the Country Newspaper," said that a uniform rate, based on circulation, would do a great deal to bring new business to the small-town and country newspaper. Detailed facts on all the territories throughout the state should be correlated and centered where the national advertiser could have access to them he said. As illustrating the attitude of national advertisers, Mr. Ring mentioned that one of their large St. Louis clients took the stand that a newspaper publisher who ran free advertising, or "puffs," was not as much to be depended on as the man who thought his space was worth something.

Harry W. Riehl, manager of the Better Business Bureau of the Advertising Club of St. Louis, made a short talk on "Guarding Against Fraudulent Advertising." It was significant, he said, that 85 per cent of the funds for the vigilance work that is being carried on throughout the country is contributed by the advertisers themselves. This is as it should be, he said, for this work is only an insurance against the deterioration of the great force of advertising.

Too much free service is given needlessly by the average country newspaper, it was said by R. Earl Hodges of the Mokrane Missourian, who spoke on "Some Overlooked Sources of Revenue" at the afternoon session. Charges should be made, he said, for such items as cards of thanks, obituaries and notices of meetings. The first two are seldom of interest except to a limited circle, he commented. In the case of notices of meetings, Mr. Hodges took the stand that when an organization made an admission charge it took on the character of a commercial institution, and should pay for any publicity given. Extra copies of the paper—for which no charge is made by some country newspapers—are sold at 5 cents a piece by the Missourian. A revenue of from $50 to $100 a year from the sale of extra papers alone is obtained, Mr. Hodges said.

"News is the most important factor in holding circulation," it was said by Mack Denman of the Bunceton Eagle in a talk on "How to Secure Renewals Promptly." An active staff of correspondents is one of the surest ways to hold interest—and subscriptions—in outlying communities, he said.

Two dollars a year—and in advance—should be the lowest subscription rate of any rural newspaper, it was stated by F. E. Scofield, who made a short talk on the experiences of the Edina Sentinel in charging this rate. Editors were told to "write for home interest; recognition will come in time," by W. D. Meng of the Kansas City Journal Post.

The advantages of selling printing according to the Ben Franklin price list were described by T. E. Dotter, of the Sullivan News. One of the good effects is that it aids advertising by demonstrating that printing is really worth something, he said.

During the last year, $15,000 worth of news print has been bought collectively by the association, it was mentioned in the report of the executive secretary, J. S. Hubbard. Members of the association have been saved at least $2,000 directly, he figured, and a considerable amount in addition from the reduced jobbing rates which collective buying almost immediately brought about.

The following resolutions were adopted as read:

That the Missouri Press Association pledge its support to the movement to erect a Mark Twain Memorial Park, and to the building in Missouri of a home for children by the Brotherhood of American Yeomen.

That the members of the association examine closely into the ideas constantly being presented in regard to the social and economic reorganization of the country.

That the association endorse the Ben Franklin price list, and that new orders be placed through the executive secretary of the association, so that the revenue therefrom might be received by the association.

AN AVERAGE NET PAID daily circulation of

239,580

was recorded by The Baltimore Sun (Morning and Evening) for September, 1923.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

Arbitrating Engravers' Contract

Arbitration proceedings will start shortly over two disputed points in the contract between the Publishers Association of New York City and Photo-Engravers Union No. 1. Both sides have submitted lists of suggested arbitrators, the outside person selected to sit with a representative of the publishers and of the union.

Woman Will Manage Paper

Mrs. J. J. Farriss, whose husband died last week, will take over and manage the High Point (N. C.) News, formerly published by Mr. Farriss. She will also manage the job plant in connection with the paper.

NEW HERALD "M. E."

Keats Speed Shifted from Sun—Lincoln Now Executive Editor

Keats Speed, for the past three years managing editor of the New York Sun, was this week made managing editor of the New York Herald, succeeding Charles M. Lincoln, who becomes executive editor of the Herald. With this change, Mr. Speed has the rather unique experience of being managing editor of the Herald for the second time. Shortly after Mr. Munsey's purchase of the Herald, he became managing editor of that newspaper, and held that position for a year and a half, before becoming managing editor of the Sun, a post which he held until this week.

KEATS SPEED

Mr. Speed, who is a native Kentuckian, after finishing his education at the Central University of Kentucky and the University of Virginia, came to New York and began his newspaper career as a reporter in 1899. He was later a dramatic critic, and from 1907 to 1912 was managing editor of the Evening Journal. From 1912 to 1914 he was editor of the Atlanta Georgian, and on returning to New York was managing editor of the New York Press from 1914 to 1916. He has been associated with Mr. Munsey since then.

Mr. Speed's successor on the Sun has not yet been determined upon.

A Market and a Medium for National Advertisers

From January 1 to June 30, 1923, *national* advertisers used 2,816,842 lines of display in the four Cincinnati newspapers, exclusive of Sundays.

Of this, 2,280,222 lines appeared in the two afternoon papers and 536,620 lines in the two morning dailies. The TIMES-STAR carried 41.3% of the entire lineage—almost two and one-half times as much as the two morning papers combined.

Why Cincinnati and Why the Times-Star?

Not primarily because Cincinnati is the distributing center for one of the most populous, rich and diversified manufacturing and agricultural regions of the United States, but because it is the home of more than half a million prosperous American-born people who have unsurpassed purchasing power, and who are accustomed to use it liberally and with discrimination.

Not so much because the TIMES-STAR is the distributing medium for the most complete and up-to-the-minute news of the world, the best edited, best printed and most readable paper of this region, but rather because it goes daily into every worth-while home in the city, and is the buying guide for every member of the family.

For more than fifteen years advertisers, local as well as national, have proved that the daily selling influence of the TIMES-STAR is greater than that of any and all other newspapers in the Cincinnati District.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

When the Rotogravure Section of

The New York Times

arrives in the home, who wants it first?

Every member of the family

WHY?

It tells in pictures stories of the news and of men and women in the public eye.
It shows people and things as they are.
It speaks a language both young and old understand.
It pleases the eye while it imparts information.

WHO READS ITS ADVERTISING PAGES?

Every member of the family.

WHY?

Articles of use and adornment are reproduced.
The latest styles and usages are emphasized.
There is told at a glance what would otherwise require hundreds of words to explain.
Information is given about commercial, social and scientific progress.

WHY DOES ALL THIS HELP TO SELL GOODS FOR THE ADVERTISER?

It quadruples his audience.
It enables him to display his wares as attractively as in a show window.
It places his product among articles of popular appeal.
It presents his sales message to the entire family circle at the same time.

HOW CAN ALL THIS BE PROVED?

By asking any regular advertiser in the Rotogravure-Picture Section of The New York Times.

WHERE IS THE ROTOGRAVURE SECTION READ?

In every state of the United States.
In 2,107 of the 3,065 counties of the United States.
In 8,000 cities, towns and communities of the United States.
In all United States Possessions.
In all the provinces and colonies of Canada.
In 87 Foreign Countries.

HOW MANY PERSONS PURCHASE THE SUNDAY EDITION OF THE NEW YORK TIMES, OF WHICH THE ROTOGRAVURE SECTION IS A PART?

More than 550,000, each representing practically a different family.

SIOUX CITY MINISTER LAUDS CHURCH ADS

"Give Real News and You'll Get Publicity," Says Pastor Who Raised Membership from 459 to 1,120

Those who still doubt the efficacy of church advertising will be interested in the campaign of Rev. Earl Hoon, pastor of the First Methodist Church at Sioux City, Ia., who raised the membership of his congregation from 459 to 1,120 through advertising.

In a recent interview Rev. Mr. Hoon told of his advertising in this manner:

"Before we started advertising we had 459 members in our church. Today we have 1,120 members. Our largest morning congregation then was 122. Now the large morning congregation has been 1,500 plus. Only 78 persons used to attend our evening programs, while now the average evening audiences have gone over 1,700 and we have turned more than one thousand away in a single Sunday.

"While sermon subjects and prayer meetings may not be news, news is a matter of program and must be attractive.

"There is no greater channel of service than the press. More people are touched by it than by any other agency. It is vitally interesting in its community and eagerly wants everything the clergyman has for the upbuilding of that community. Personally we give the press without limit everything we have.

"We have found the press eager for church news. Criticism by some members of the clergy we have found is unfair, unsound and untrue. We will take more time and will go farther granting requests of the press than for any other institution in the city.

"The press wants the truth and will tell the truth if given the proper information. It is not necessary to preach to the galleries, to pull off stunts and go into the spectacular to get attention. Give community service, something worthwhile. Even ordinary things can be presented in new clothes until they become new and news. This gives wonderful feature material. The press wants news. Be sure what you offer is news and you will get the publicity."

During the convention of the Associated Advertising Clubs of the World at Atlantic City this year Rev. Mr. Hoon told the clubs' members how he had made a success of church advertising.

UTAH PRESS MEETS

K. S. Carlton Elected President for Coming Year

"It is not necessary to take the side of any one party, but to keep in touch with what is being done and inform the public of the same through the papers," declared W. P. Epperson, president of the Utah State Press Association at the fall convention of the association at the Newhouse Hotel, Salt Lake City, Oct. 10. President Epperson referred to what members of the association could do in the matter of helping to elect the proper men to office and seeing that the interests of the public are always cared for. He urged his hearers to devote themselves diligently to the study of national affairs so that they may be able to act intelligently and effectively.

Governor Chas. R. Mabey drew the attention of the convention to the importance of the editors boosting the scenic attractions of the state.

"The campaign now being waged to acquaint the people of America with the wonderful scenic attractions of Utah will not be entirely effective unless citizens of the state are themselves appreciative of the beauties and possibilities," he said.

R. T. Porte, president of the Porte Publishing Company, publishers and originators of the Franklin Price List for Printers, gave the report of the association for the past year.

A resolution promising hearty support of the Utah Public Health Association of which a former member of the association is the active head, was carried unanimously. It was also agreed to hold the next annual summer outing at Panguitch and Bryce Canyon in southern Utah, and to hold other outings at noted beauty spots in the state.

Karl S. Carlton, publisher of the Milford Beaver County News, was elected president of the association for the coming year. Other officers selected were Dennis Wood, Nephi Times-News, first vice-president; W. England, manager of the Logan Daily Journal, second vice-president, and R. T. Porte, secretary-treasurer (re-elected).

ADS BOOM HOSIERY SALES

Output Leaps in Three Years to $12,000,000

The sales of Real Silk hosiery have grown in three years to $12,000,000 a year, according to the statement of J. A. Goodman, president of the Real Silk Hosiery Mills, Indianapolis, Ind. The company has used newspaper advertising in many city centers, as well as national magazine advertising.

"Our present plan of selling direct to the consumer, from 'mill to millions,' was not inaugurated until the latter part of 1920, and it might be said that the real beginning of the Real Silk Hosiery Mills dates from that time," he said recently. "The plan met with immediate success and it was soon necessary to increase our plant. This was soon outgrown and a second one erected. We now have a capacity of 60,000 pairs a day.

"We are one of the largest manufacturers of silk hosiery in the United States. Our business has grown from a volume of $4,500,000 for the year ending June 30, 1922, to the present rate of over $12,000,000 per annum. The demand for our hosiery is increasing very rapidly and we have no hesitation in saying our volume this next year should reach $20,000,000."

The president says the company up to now is continually oversold and as yet has had the opportunity of reaching but a part of the country with salesmen who go house to house.

HOE SIX MONTHS BEHIND

Gradually Filling Orders Under Open Shop Policy

Better production under open shop conditions than under union control was reported this week by officials of R. Hoe & Co., manufacturers of printing presses, New York City. When 1,000 mechanics went on strike in August, the Hoe concern, after nearly two months' negotiations, started work, employing mechanics on an open shop basis.

It will be six months, however, before the Hoe company will be able to catch up on orders delayed by the strike, according to officials. About 800 mechanics have been employed to take the place of the strikers, on a 48-hour week basis in place of the 44-hour week which formerly prevailed. Rapid progress is being made towards making up the lost time, it was stated by those in charge of reorganization.

Denver Papers Aid Bok Plan

Co-operating with the American peace award committee, in whose hands rest the $100,000 prize peace contest conceived by Edward Bok, the Rocky Mountain News and Denver Times will publish a digest of all plans offered from the Rocky Mountain Region and then forward the plans to the committee. The newspaper hopes in this way to stimulate interest in the contest and constructive thought on the world peace situation.

"JIGGS" TAKES A TUMBLE

Flung from Baltimore Hearst Building in Ad Stunt

The Hearst papers in Baltimore have adopted novel methods of advertising their comic strips.

Recently they made up a number of men and women in costumes to represent "Jiggs" and "Maggie" in the strip "Bringing Up Father," "The Newly Weds," and other characters in the strips, put them in automobiles and paraded them through the downtown streets.

Another stunt which attracted some attention was the throwing of an effigy of "Jiggs" from the top of the Maryland Casualty Tower Building at an hour previously announced. The Maryland Casualty Tower was bought sometime ago by Hearst. It is one of the tallest of the downtown office buildings in Baltimore.

At the moment announced Maggie and Jiggs accompanied by a much-padded policeman appeared on the tower. Maggie pursued Jiggs with a rolling pin and finally Jiggs was thrown. Crowds saw him fall about 15 stories to the street.

Kidnaper's Conviction Upheld

The conviction of J. B. Cox, former head of the J. B. C. Transportation Company, of Akron, Ohio, on a charge of kidnaping Frank A. Hoiles, Alliance, Ohio, publisher, with intent to extort money, was upheld by the District Court of Appeals recently. Cox had been sentenced in a lower court to serve from seven to 30 years in the state penitentiary.

First in Ohio

Leads all Ohio Newspapers in Paid Advertising

15,619,034 LINES
(First 9 Months of 1923)

Exceeding second Ohio newspaper by over 1,500,000 lines.

Exceeding all Columbus newspapers combined by 2,510,520 lines.

First Columbus newspaper in circulation.

The Columbus Dispatch.

OHIO'S GREATEST HOME DAILY

circulation figures are necessary~~

lineage reports, too, are essential~~~

the territory served by a medium is an important consideration

BUT THERE'S ONE THING TO REMEMBER ALWAYS IN BUYING ADVERTISING SPACE

"Nothing counts but RESULTS"

THE ST. LOUIS STAR

National Advertising Representative
THE S. C. BECKWITH SPECIAL AGENCY
New York Chicago Detroit St. Louis Kansas City
Atlanta San Francisco Los Angeles

Buffalo the Wonder City of America

Market House for All Western New York

BUFFALO is the food distribution center for the eight western counties of New York State, serving the largest area and second largest population within the state's borders, nearly a million people.

Approximately 5,000 stores, including groceries, butcher shops, bakeries, delicatessens, and country general stores, handle this huge distribution selling over $45,000,000 worth of food products a year.

The Buffalo Evening News plays a large part in shaping this total. Penetrating every corner of this broad field, the News creates wide acceptance for the many products displayed in its columns. It reaches four out of every five families in Buffalo proper, actually 83% of all English speaking people, as determined by a recent canvass, and an equally large proportion of homes in suburbs and country.

The News influences not only the consumer, but because of its prestige in the Buffalo market, the dealer as well. From actual experiences with products advertised in the News, the Buffalo dealer knows that he can absolutely rely upon the sales influence of the News unequalled coverage in his territory.

This vast circulation advantage together with loyal dealer confidence gives advertisers in the News an almost perfect advertising combination.

With paid Circulation now over 119,000 you can

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

EDWARD H. BUTLER

Editor and Publisher

KELLY-SMITH COMPANY, National Representatives
Marbridge Bldg., New York, N. Y.
Lytton Bldg., Chicago, Ill.

BEAVERBROOK BUYS PALL MALL GAZETTE

Merger With London Evening Standard, Plum of Hulton Sale, Expected to Result from New Deal

Added to the news of last week, just confirmed, that the Daily Mail Trust of England had purchased the business of E. Hulton & Co., Ltd., for £6,000,000, came word this week to the effect Lord Beaverbrook had acquired the Pall Mall Gazette, intending to merge it with the Evening Standard, which paper he had acquired by virtue of the former transaction, acting in conjunction with Lord Rothermere

HARTLEY ASPDEN

Hartley Aspden, C. B. E., J. P., a director of the Pall Mall Gazette, who is now in New York, preparing to return to London, accepted both announcements as "the expected," although he had not personally been informed of the transfer of the Gazette.

"Lord Beaverbrook has picked the plum of the Hulton publications in acquiring the Evening Standard," Mr. Aspden told a representative of EDITOR & PUBLISHER, "and the reported merger with the Pall Mall Gazette is his logical move."

Aspden characterized as "unfortunate" the merger, since, he pointed out, it leaves only three evening newspapers in the London evening field, but declared, with newspaper conditions such as they are at present in Great Britain, that it is quite possible Lord Rothermere may close down some of his weaker journals, creating further concentration.

"I have known that Lord Beaverbrook for the past year was negotiating for both the Evening Standard and the Pall Mall Gazette.

"The two newspapers are very similar in appearance and make-up.

"Before being acquired by its last owner, Sir John Leigh, the Pall Mall Gazette showed very little enterprise, and continually struggled along at a loss.

"Even under the ownership of Sir John Leigh it never paid, but was rapidly approaching the paying point.

"The largest share of the Pall Mall Gazette circulation of 100,000 will undoubtedly be added to the 400,000 of the Evening Standard by reason of the merger.

"The two newspapers have long been known as the journals of the upper classes. Before the war they were sold at a penny, in comparison with other newspapers, which brought only a halfpenny. High prices forced the latter up, and people who formerly bought the halfpenny papers began to buy the Evening Standard and the Pall Mall Gazette, chiefly the former."

London will greatly miss the Pall Mall Gazette, in the opinion of Mr. Aspden.

"It was a fearless and independent newspaper," he explained, "of the sort which is very much needed today in London.

"Now, with only the Star, the Daily News, and the Evening Standard in the evening field, a great deal of the talking will be done by Lord Rothermere and Lord Beaverbrook.

"Readers will particularly miss the Pall Mall Gazette's high literary tone and its great literary associations, created by such men as Lord Morley, W. T. Stead, Lord Milner, and Lord Astor.

"This newspaper, 'written by gentlemen for gentlemen,' was started in 1865 by Frederick Greenwood, famous journalist. It acquired its greatest fame under the editorship of Viscount Morley and W. T. Stead.

"Under the editorship of the latter appeared the famous series of articles, 'The Maiden Tribute of Modern Babylon,' in which the hidden immoralities of London were described.

"This series created a great sensation, but at the same time lost the newspaper many of its friends. From that day it has never again taken the same leading part in London journalism.

"Under men like Lord Milner, Sir Douglas Straight, and Mr. Harry Cust, however, it regained a good deal of its political influence.

"Lord Astor experimented with the paper a few years and then turned it over to Lord Dalziel, who sold it to Sir John Leigh, two years ago."

In regard to the sale of the Hulton Publications, Mr. Aspden declared this had been in the process of negotiation for some time, and was expected in London.

Mr. Aspden has been in the United States and Canada on a pleasure trip since Sept. 15. This is his third visit to America, and he declared he had noticed a big improvement in the newspapers, especially in display advertisements.

"It tickled me," he said, "to notice in the Philadelphia Bulletin the other day six columns of Help Wanted Ads. That certainly is significant of the good trade conditions in this country. All the combined newspapers in London at the present time don't show more than two columns a day.

"The unemployment situation in England is very serious.

"This most recent concentration of newspapers will throw a large number of newspaper men out of work. It will be difficult for the other newspapers to absorb them."

Mr. Aspden has interested himself in prohibition during his visit to this country.

"Before I came over I was told prohibition was a failure in the United States," he remarked. "I call it a huge success. Of course, you can't stop bootlegging entirely, but I believe your government has done very well indeed.

"Prohibition, I firmly believe, is going to make the United States the greatest country in the world."

LONDON MAIL ISSUES BONDS

(By Special Cable to EDITOR & PUBLISHER*)*

LONDON, Oct. 15.—The Daily Mail proprietary today issued the following official notice regarding the purchase of the E. Hulton publications:

"The Daily Mail Trust, Ltd., has acquired the business of E. Hulton & Co., Ltd., of London and Manchester, for the sum of £6,000,000. The papers taken over include the Evening Standard, Daily Sketch, and Sunday Herald, all published in London, and the Daily Dispatch, Evening Chronicle, Sunday Chronicle, and Sunday Empire News, all published in Manchester. All will be under the management of the Daily Mail Trust, Ltd., except the Evening Standard, which will be controlled by Lord Beaverbrook.

"The Daily Mail Trust will offer to the public next week a debenture issue secured on these properties and other assets, the issue consisting of 7 per cent guaranteed mortgage debenture stock at 99 pounds sterling per cent."

JAPANESE RELIEF FUND

Missouri School of Journalism Students Give $71

Two contributions totaling $87.66 received during the past week raised the total of EDITOR & PUBLISHER's Japanese Relief Fund to the sum of $4,528.16.

Students of the University of Missouri School of Journalism, in response to an appeal from Foster B. Hailey, president of the journalism student body, contributed a total of $71 to the fund.

"I presented the case to the student body and it was received enthusiastically," Mr. Hailey wrote. "The enclosed check will testify to the feeling of sympathy they have for those friends of ours across the sea."

Employes of the Daily Journal Company, Peoria, Ill., publishers of the Peoria Journal, the Transcript, and the Sunday Journal-Transcript collected a total of $16.66 for the fund on Oct. 9.

To date the fund stands:

Contributions acknowledged	$4,440.50
Missouri Univ. students	71.00
Peoria Journal employes	16.66
Total	$4,528.16

TRANSCRIPT PLEADS GUILTY

Refused to Print Wage Commission Ad; Feared Libel Suits

A plea of guilty was entered by the Boston Transcript Oct. 11, to a complaint made against it for refusing to print an advertisement of the Minimum Wage Commission. The reason for the refusal, representatives of the paper stated, was a fear of resulting libel suits.

The ad referred to employers who had failed to comply with the terms of the commission's decree. In court, attorneys for the commission contended that the law made it mandatory for newspapers to accept such notices for publication.

A ruling on the constitutionality of the statute cited by the wage commission will be sought of the Supreme Court.

To Arbitrate New York Job Scale

No agreement has been reached as a result of several weeks of discussion between the New York Employing Printers Association and Typographical Union No. 6, and it is understood that the case will be referred to arbitration.

Business Section of Denver—State Capitol Building in the distance.

DENVER

The market, financial and automotive center of the Rocky Mountain West; the hub for the West's supply and demand. A city that should be placed high on the list of every big campaign. THE ROCKY MOUNTAIN NEWS (every morning) and THE DENVER TIMES (every evening except Sun.) sold in combination, are the logical papers with which to reach Denver buyers because they hold the confidence of the people.

The Shaffer Group
CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR
QUALITY PUBLICATIONS

Representatives

VERREE & CONKLIN, INC.
300 Madison Avenue, New York City
Steger Building, Chicago, Ill.
Free Press Building, Detroit, Mich.

R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Building, Los Angeles, Cal.

Civic Center, Denver, from State Capitol Building. Open air Greek Theater on left; Public Library at right.

CLARENCE
by CRAWFORD YOUNG

El Mundo, Mexico City, Mexico, is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

Starting the Day in Indianapolis

THIRTY-EIGHT thousand breakfast tables in the Hoosier capitol support the Indianapolis Star every day in six, and seventy thousand on the seventh. Silent salesmen on every street car and on all prominent corners in the residential zones aid the newsboys in putting steam behind the day's start for thirteen thousand business men and women. Fifty thousand folks in the rich buying radius of Indianapolis start their week-day with the Star, and fifty-five thousand their Sunday. Indiana is improving unmistakably as morning newspaper territory.

The Shaffer Group
Indianapolis Star
Chicago Evening Post
Louisville Herald
Rocky Mountain News
Denver Times
Muncie Star
Terre Haute Star
Quality Publications

Space Buyers Get These Facts!

A space buyer, who wanted to know the state newspaper situation, is just completing an examination of the field that has unearthed some startling facts. We will be at liberty, soon, to publish these facts in convenient form. All space buyers, who wish to get a level-headed view of Indiana conditions, are invited to apply now for copies of this report. Write

Covering Indiana
MUNCIE STAR
Daily 23,800
Sunday 15,700 √
TERRE HAUTE STAR
Daily 25,113
Sunday 24,345 √
INDIANAPOLIS STAR
Daily 101,000
Sunday 125,000 √
Close To The Hoosier Heart

THE INDIANAPOLIS STAR

KELLY-SMITH COMPANY
Marbridge Bldg., New York
Lytton Bldg., Chicago

FOREIGN REPRESENTATIVES

R. J. BIDWELL COMPANY
742 Market St., San Francisco
Times Bldg., Los Angeles

R. R. GOVIN NOW HEADS COMMERCE JOURNAL

Appointed President and General Manager Succeding W. C. Reick, Retired—Dodsworth Also Leaves

At a meeting of the directors of the New York Journal of Commerce, Oct. 18, R. R. Govin was elected president and general manager, succeeding William C. Reick, who resigned.

Mr. Govin, questioned by a representative of EDITOR & PUBLISHER, declared there was no change of ownership of the newspaper.

John W. Dodsworth, who has been associated with the Journal of Commerce for 48 years, also resigned. There will be no other changes in the staff, Mr. Govin said, and the general policies of the newspaper will remain the same. Mr. Govin plans to take active charge.

Besides his new connection with the Journal of Commerce, Mr. Govin also has an interest in the Wilkes-Barre (Pa.) Telegram, the Elmira (N. Y.) Telegram and Advertiser, and is managing director of three newspapers in Havana, La Prensa, El Mundo, and the Post, an American newspaper.

Mr. Reick could not be reached personally, but at his office it was said he was planning a trip abroad for complete rest and change. He has no other newspaper position in view, it was said.

On December 26, 1922, he was taken sick, and has not been very well since, spending much of his time in Bermuda and Atlantic City recuperating.

At one time Mr. Reick was editor of the Paris and London editions of the New York Herald. Returning to this country he became city editor of the Herald. Later he was associated in the management of the New York Times and the Philadelphia Public Ledger.

In 1911 he purchased the New York Sun, relinquishing that newspaper in 1916, when he became president of the Journal of Commerce.

H. Parker Willis is editor of the Journal of Commerce; Arthur McCausland, vice-president; A. W. Dodsworth, treasurer, and A. E. Griffiths, secretary.

A. A. C. W. STRESSES THE "W"

Internationalization of Program Planned By National Commission

CHICAGO, October 19.—Following the suggestion of Harry Tipper, chairman of the program committee of the Associated Advertising Clubs of the World for the 1924 London convention, the National Commission, meeting here today, is considering internationalization of the departmental sessions, with a view towards making the organization function in a bigger way than heretofore.

Tipper pointed out some departments have international organizations and advised that all departmental programs be made similarly comprehensive.

Attendance at the meeting was the largest in the history of the reorganized body. W. Frank McClure presided.

The insurance interests of the country applied for membership on the commission as a departmental. It was also stated that the organization of the classified advertising managers is seeking an independent status on the commission.

ELWELL APPEAL DISMISSED

Supreme Court Claims No Jurisdiction in Famous Contempt Case

The United States Supreme Court on Oct. 15 dismissed for lack of jurisdiction an appeal from Hector H. Elwell, former editor of the Chicago American from a conviction of contempt of court relative to his refusal to divulge the method by which he obtained and published proceedings before a Chicago Federal grand jury in 1919.

In substance, however, the Supreme Court dismissal means that an editor convicted on such a charge can be held in jail until he has absolved himself by appearing before the grand jury whose proceedings he disclosed.

Rafter's $200,000 Award Upheld

A $200,000 verdict granted William A. Rafter, sporting editor of the Brooklyn Standard Union by the Supreme Court against the Richard K. Fox Publishing Company, was affirmed by the Appellate Division, Oct. 11. Rafter claimed he had been given a life contract by Richard K. Fox, publisher of the Police Gazette, to instill new life into that publication. After he had performed his work satisfactorily and had made large circulation gains for the magazine, he was discharged, whereupon he sued for $600,000 damages. A $200,000 verdict was returned. The company fought his claim on the ground that Fox and not the corporation had made the contract, and that undue influence was used on the 83-year-old publisher. The court pointed out that Fox himself was the corporation, and upheld the award.

Gets 2½-Year Assignment

Carl T. Robertson, for many years editorial writer for the Cleveland Plain Dealer and widely known as a naturalist, has received the prize assignment from his employers. About Oct. 16 a three-masted vessel, 100 feet in length, will leave New London, Conn., for a two and a half years' cruise, venturing 2,000 miles into the South Atlantic in search of flora and fauna that will give the Cleveland Museum of Natural History unique specimens. The expedition is being financed by Dudley Blossom, a wealthy Clevelander. As naturalist and reporter, Mr. Robertson will make the trip, but it is not likely much copy will reach his paper for several months. Mrs. Robertson and their little son will live in New York while Mr. Robertson is away.

ST. JOHN, N. B., SHAKE-UP

Retrenchment Takes Seven Men, Including a City Editor

Following a meeting of the board of directors of the New Brunswick Publishing Company, owning the St. John (N. B.) Telegraph-Journal, a morning daily, and the Evening Times, an afternoon daily, orders were issued for a general shake-up. The news and editorial department in each of the papers was virtually torn to shreds. On the Telegraph-Journal, the city editor, B. S. Robb, and three members of the reportorial staff were released, and three of the members of the reportorial staff of the Evening Times received summary releases, all to take effect on the day issued. Five members of the mechanical force of each paper were also scheduled to leave the employ of the company. Other dismissals are said to be in the offing.

The reason for the wholesale dismissals is a policy of retrenchment which will affect all departments.

Double Rule Saves Mats

The single rule on the top of the page, which has been part of the traditional mechanical practice of the New York World, was changed recently and the double hairline rule is now being used. This innovation was brought about by John F. Bresnahan, business manager. Bresnahan had long been trying to learn why mats were consistently breaking at considerable expense to the World. He first experimented with a larger point rule, with its firmer edge, but with no better results. When the double rule was substituted, the breaks stopped.

Intertype Southern Branch Moves

The Southern Branch of the Intertype Corporation has been moved from 160 Madison avenue to larger and better quarters on the second floor of the McCall building, 77 McCall street, Memphis.

PUBLIC LEDGER MAGAZINE PAGES

Color Cover Page—Six Feature Pages—Science Page—Fashion Page—Short Story Page—Humor Page

These Subscribers can testify to their pull:

St. Louis Globe Dem.
Detroit News
Boston Traveler
San Francisco Chron.
Los Angeles Times
St. Paul Pioneer Press
Portland Oregonian
Buffalo Courier
Atlanta Constitution
Atlanta Journal
Fort Worth Star-Telegram
Akron Times
Denver Rocky Mt. News
New Orleans Times-Pic.
Pittsburgh Saturday Pictorial Review
Newark Ledger
Westport Westporter Herald
Rochester Herald
Providence Tribune
Columbus Dispatch
Columbus State Journal
Spartansburg Herald
Oakland Tribune
Worcester Telegram
Syracuse Post-Standard
Memphis News-Scimitar
Youngstown Vindicator
Des Moines Register
Salt Lake City Telegram
Spokane Spokesman-Rev.
Yonkers Herald
Duluth News Tribune
Tacoma Ledger
Utica Globe
Waterbury Republican
Canton News
Canton Repository
Manchester Un. Leader
Knoxville Jnl. & Trib.
Sioux City Journal
Charleston News & Courier
Springfield Sun
Chattanooga News
Wheeling Register
Wheeling News
Long Beach Telegram
Augusta Herald
Jackson News
Charlotte Observer
Elmira Telegram
Pasadena Star-News
Galveston News
Butte Standard
Wichita Times
Hamilton Journal
Wilmington Star
Lewiston Journal
Asheville Citizen
Marion Star
Middletown Journal
Fond du Lac Republican
Greenville Piedmont
Owensboro Inquirer
Owensboro Messenger
Durham Herald
Albuquerque Herald
Santa Ana News
Grand Island Independent
Atkinson Globe
Abilene Reporter
Greenwood Index Journal
Mitchell Republican
Pendleton East Oregonian
Prince Albert Herald
Toronto World
Durban (Natal) Mercury
Honolulu Advertiser

For Terms and Samples Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA

A * B * C * D * E * F * G * H * I * J * K * L * M * N * O * P * Q * R * S * T * U * V * W * X * Y * Z

A British Organization with Personalities

The advertising of some of the best-selling proprietory articles in the land keeps us in closest contact with British marketing conditions.

Our organization deals with every phase of advertising—advertising from A to Z—but extensive as it is, we never regard it as complete. Scarcely a month passes without adding to its personnel and enlarging the field of its activities.

That perfecting-enlarging process has been going on for a quarter of a century, and has placed us in the forefront of British Advertising Agencies.

Convinced of this necessity for constant growth of organization, we have always endeavoured to put the livest personalities at the head of each department and of each section of a department. Thus there is organization *and* personality—a rare and valuable thing.

At this moment our Managing Directors, Mr. H. G. Saward and Miss E. M. Woodyard, are in the United States, meeting old friends, making new ones, learning from you about conditions in the United States, and willing to tell you about present conditions in Britain. They will be glad to meet any executives who care to write them at the offices of The Printers' Ink Publishing Company, 185 Madison Avenue, New York City.

SAWARD, BAKER & CO., Ltd.

Advertising from A to Z.

27 CHANCERY LANE, LONDON, W.C. 2.

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space-Buyers

I. INDIANAPOLIS—*The City of "Just Folks"*

By HARRY R. DRUMMOND

DOWN about forty miles southeast of Indianapolis is the exact center of population of the United States.

Indianapolis is the geographical, commercial and population center of Indiana. Being the capital of a state where politics is taken seriously, Indianapolis is the political center of Indiana, and because of the various railways, interurbans and improved highways that make Indianapolis their hub, so to speak, it is the transportation center of the state.

Indiana boasts of having the highest per cent of native born white population of any state in the Union, and Indianapolis, admitting that Columbus, O., has her beat in this respect, claims to be second of all large cities in percentage of native born whites, the percentage being 93 plus.

Of this population 78% are natives of Indiana, many of them having tried it elsewhere and returned to Hoosierdom, firmly convinced that, short of Heaven, Indianapolis cannot be excelled as a place to live, and it is hinted that not a few prefer staying right in Indianapolis rather than taking a chance on Heaven itself.

The thing that strikes the outsider, as he watches the crowds along Washington street, or Illinois street, or Pennsylvania street, is that most of the people seem to be oversized.

Not too fat, but great big, full grown, corn fed folks who live to eat, rather than eat to live. One thinks of them as "folks" rather than people. They look—well, they look as though they had plenty of air, and light, and food, and time and money—and they are friendly and neighborly.

Indianapolis now has 345,000 "folks" and it is growing at the rate of about 1,000 per month, and the doctors do not bring all of the new citizens in, either.

There are 82,000 individual homes in Indianapolis and 35% of them are owned by the people who occupy them—which, by the way, is a greater per cent of home owners than may be found in New York, Newark, Chicago, St. Louis, Boston, Pittsburgh, Washington or Richmond.

There are 650 apartment buildings in Indianapolis. Form fitting flats do not go very well.

The "folks" of Indianapolis have 47,000 pleasure automobiles; there are 10,000 auto trucks and 500 taxicabs making a traffic problem for the police department to worry about.

There are 169 miles of street railway tracks in the city and they do it with a 5 cent fare.

There are 600 interurban trains and 200 steam trains bringing people in and taking people out of Indianapolis every business day and the interurban bus business, already tremendous, is growing by leaps and bounds—making it easier for "neighbors" to get down to Washington street to shop.

Due to the transportation facilities Indianapolis merchants go after "local" trade within a radius of seventy miles—a territory with a population of 1,800,000—91.8% of which is native born white, mostly native born Hoosiers.

They all have hourly service by rail, electric or motor bus transportation, and in addition, in this territory, and outside of the city there are 223,652 automobiles, bringing the total of automobiles in this radius up to 281,152. It might be remarked in passing that 1,800,000 "poor folks" do not collectively own 281,152 automobiles—not as a rule.

It is estimated that there are more than 20,000 out of town people in Indianapolis every day. Some of them are traveling men, selling goods, but most of them are "folks" buying goods.

Originally most of the retail business of Indianapolis was on Washington street, but it is spreading so that Georgia street, Maryland street, Virginia avenue, Kentucky avenue, Illinois street, Pennsylvania street and Delaware street, close to or radiating from the monument, are pretty big retail streets now.

There are seven big department stores in Indianapolis, selling collectively betwee $41,000,000 and $42,000,000 worth of merchandise annually.

Block's is the largest, comparing with Wanamaker's in New York in style of store. Ayres is on the order of Altman's—conservative, but,—well, you know—quite the thing, after all.

Wasson's is third in volume of sales, and is about like McCreery's. The New York Store is on the Macy order—popular and popular priced. Goldstein's is about like Rothenberg's—lots of "sales" and whoop 'em up stuff—catches the "price" customers and those who "shop" from store to store for "bargains." Besides these there are the Fair and the Star stores.

Outside these seven stores there are some 4,300 retail stores in Indianapolis, many of them decidedly pretentious.

While Indianapolis is twenty-first in population, it is thirteenth in volume of business among the cities of the United States, which is another way of saying that these Hoosier merchants are pretty successful in getting them, and in holding them after they have them. Another thing that is worthy of comment is that the retail merchants of Indianapolis, in most cases, resort to particularly clean merchandising methods. This is attested to by the fact that the A. A. C. W. has twice awarded the Truth Trophy to the merchants of Indianapolis as against all other cities in the country.

The city itself is a beautiful piece of engineering. It was originally laid out for a Capital city, and its streets are wide, well kept and attractive.

A zoning law wisely restrains impetuous land owners who would build buildings that would not fit that part of the city in which they might be erected, and uniformity of architecture—not to a point of satiation however, gives the city a very attractive appearance.

Indianapolis is an entertaining city. Conventions of all kinds pick Indianapolis as the city in which to meet, and in going away, recommend Indianapolis hospitality to other delegations.

Folks living in the Far East, meaning New York, Boston, Philadelphia and other distant ports, are inclined to imagine that Indianapolis, being in the agricultural part of the country, is agricultural—and let it go at that.

Of course it is known that Indiana has produced some very high class Vice-Presidents—and one who was without vice; that Indiana authors and poets are good stuff—and that politicians from Indiana are reputed to be very wide between the eyes—but, in their minds, Indianapolis is a "farmer's headquarters."

And it is a fact that the crops raised within 100 miles of Indianapolis are valued at more than $500,000,000, which is enough money to make a responsive market—but in addition to this—as a side line, so to speak, Indianapolis is the home of 1,215 manufacturing concerns, producing more than 850 distinct articles.

This necessitates an investment of $220,250,000, employs 56,000 more or less skilled workmen and produces $425,250,000 worth of merchandise annually, said merchandise going to the four corners of the earth.

Meat and other packing house products produced in Indianapolis total $131,400,000 each year; $28,000,000 worth of high grade automobiles—Marmon, Stutz, H. C. S. Cole, Duesenberg, National, Premier and Monroe cars, are produced annually; $12,000,000 worth of publishing and printing are turned out of Indianapolis each year, and some of the books published are written by authors who are not Hoosiers.

Writing on the subject of authors: many years ago George Ade, in writing of Indiana, said that some mighty bright men came from Indiana and the brighter they were the quicker they came—and then he left Chicago flat and moved back into Indiana, where he now lives.

The educational advantages of Indianapolis are exceptional. Seventy-eight public schools, three high schools and 47 free kindergartens, together with 22 parochial grade schools, high schools and academies give the youths a start, and they are polished off in Indiana University Extension Center, University of Indiana School of Medicine, Indiana Girls' School, together with schools devoted to the teaching of business, law, pharmacy, veterinary practice and general business. All in all these seats of learning do their work so well that illiteracy is but 2.1%.

There are thirteen wholesale grocers, five wholesale dry goods houses, three wholesale drug houses and six wholesale hardware concerns in Indianapolis, and they cover the territory with a "Let no guilty man escape" tenacity that produces great results.

In the way of entertainment Indianapolis has seven theatres for road shows and vaudeville, fifty-five movie theatres and the largest and greatest motor speedway in the world, wherein the great 500 mile race between the world's greatest speedsters, out of jail at the time, is held annually, attracting thousands of people from everywhere.

Indianapolis is the National Headquarters for the American Legion, and permanent headquarters are maintained there.

The general tone of Indianapolis is peculiar. It is a big city, with many city ways—but lacking in many characteristics which are found in most other cities.

Perhaps the most striking thing is the pronounced Americanism of the place. On the streets the crowds do not jostle—they are good natured and unostentatiously courteous. The men are smart looking as to dress, but conservative—good clothes without freakishness. And the women, even the flappers, affect a modesty that is good to see.

Not that they mince along with downcast eyes—for they do not. They look you square in the eye—but apparently with the mental thought "I'm decent and you are too."

They wear good looking clothes, but not extreme styles. They keep their arms covered on the street, and unblushingly go bare faced—that is, without the stage make-up with a high polish which is so universal in many places.

Restaurant life in Indianapolis is largely confined to transients, as the natives seem to entertain in their own homes. This is due, perhaps to the fact that they have real homes of their own, and Indiana women, of all ages, know mighty well how to cook.

Religious life in Indianapolis is represented by 233 churches of various denominations and they are all attended regularly, too.

The real upper ten of Indianapolis, when they give parties too large for their own homes go to their clubs. There are nine social clubs, owning their own buildings, and they are headquarters for the big social affairs of the elect of the city.

Because of the wide streets one does not see the congestion generally found in big cities, for there is plenty of room for everybody—but the people are there; they turn out in large numbers and figures prove that they are free spenders, while police records prove that Indianapolis citizens, by and large, are mighty decent citizens.

EDITOR'S NOTE:—*With this article,* EDITOR & PUBLISHER *inaugurates a new service to its clientele among the buyers and sellers of newspaper advertising space. Market data—information on what products can be sold and in what volume—are eternally demanded by advertising agencies and their clients. Sometimes they get it, prompt, complete and correct, but too often they do not.*

To assist space-buyers in visualizing the people to whom their newspaper-borne message is directed, EDITOR & PUBLISHER'S *staff men are now carefully surveying the larger cities of the nation through the advertiser's spectacles. Their reports, informative, but not drily statistical, will appear regularly in* EDITOR & PUBLISHER *from now on.*

The idea and its execution have been approved by advertisers and publishers of high standing, but no claim is made that it stands perfect from the start. Constructive suggestions for its improvement will be welcomed, and it is hoped that our friends for whom the service is intended will be prompt to tell us what features might be added, or what omitted, in their opinion.

JOURNALISM GRADS MEET

"Follow Ideals" Dean Williams Tells Missouri Men

Alumni of the Missouri University School of Journalism met at a dinner in St. Louis last Friday night, in connection with the fifty-seventh annual convention of the Missouri Press Association, held Thursday, Friday and Saturday. Honorary guests at the alumni dinner were Dr. Stratton D. Brooks, who recently became president of the University of Missouri; Dean Walter Williams, of the School of Jouhnalism; George C. Willson, president of the St. Louis University of Missouri alumni, and Alfonso Johnson, manager of the Evening Missourian, the daily newspaper published by students in the School of Journalism. Short talks were made by each of the guests.

EDITOR WINS LIBEL SUIT

Lafayette Young, Des Moines Capital, Victor in $10,000 Case

Lafayette Young, editor of the Des Moines (Ia.) Capital, and a former United States Senator, won the $10,000 libel suit instituted against him by Ben I. Salinger, former justice of the Iowa Supreme Court last week. Judge C. S. Franklin ordered that a verdict finding for the defendant be returned.

Young, in an editorial published in Feb., 1917, charged that Salinger, then a court justice, had gone before a legislative committee urging a bill to increase the number of supreme court judges. The editor incidentally advised that Salinger get to work on the court cases instead. After two days given over to testimony, the court directed a verdict.

You Can Pick Your

BY A STUDY

HEREWITH are facts about the Indianapolis Radius—facts, not opinions. They indicate how fully this territory measures up as an exceptional market, where an adequate selling effort brings certain success. Merchandising here is comparatively simple. There is a total lack of those peculiarly complex factors inherent in many markets that can hamper your effort. Bring a good product here, merchandise it adequately, and profit is absolutely certain.

THE INDIANAPOLIS RADIUS

(Indianapolis and the 70 Mile Trading Territory)

Population, 1,806,209, 91.8% native born white.

Area—70 mile radius from Indianapolis.

Hourly service by rail, electric, and motor bus from Indianapolis to every point.

Per Capita Wealth of Indianapolis (based upon assessed value of real estate only) $1,731.05.

Motor cars in Indianapolis Radius, 281,152.

Building operations (Indianapolis only) $26,110,607 (1922), $28,758,000 1923 (Estimated).

WHOLESALE AND RETAIL ESTABLISHMENTS

Wholesale

	Indianapolis Radius	Indianapolis
Grocery	58	13
Drug	14	3
Dry Goods	12	5
Hardware	20	6

Retail

	Indianapolis Radius	Indianapolis
Groceries	6,243	1,454
Drugs	1,393	276
Dry Goods	552	145
Hardware	1,079	81
Auto Accessories and Garages	1,754	360
Furniture	700	114
Shoes	996	70
Men's Clothing	822	79
Jewelers	573	91

RETAIL BUYING HABITS

Article	Percent purchased in Downtown stores	Percent purchased in Neighborhood Stores
Groceries	6.6	93.4
Toilet Articles	76.7	23.3
Clothing, Shoes	89.4	10.6
Medicines, Drugs	27.6	72.4
Hardware	64.5	35.5

(Figures based upon detailed survey conducted by The Indianapolis News)

Population, buying power, an

1. Population of the Indianapolis Radiu valuation of real prope wealth is $1,731.05, disregarding wealth represented l etc. By means of a radiating network of railroads, el every day to buy. Indianapolis is a larger retail marl represents a population of nearly two millions, with a to your retail outlets.

Factors assurin

2. Prosperity in the Indianapolis Radius i tories where one or two apolis alone employ 76,700 wage earners drawing a $1,901,846,000 in 1920, the date of the last official fig practically all lines of business. Supplementing this fertile farming lands in America. Agriculture and Indianapolis Radius. You need not fear a depressio

Actual need for and

3. Sales Possibilities There is a trem and allied produ miscellaneous household equipment, electrical applia News makes surveys of the market for prospective ad best methods of distribution for particular products.

Degree of previous exploitation by m

4. Previous Exploitation The mer analysis and the resistances of favorable conditions caused by This service is rendered to present and prospective a

Concentration of population a

5. Transportation is maintained hourly Indianapolis Radius. This reduction of the selling expense is important an

Ability and

6. Wholesaling Indianapolis is a wholesal portation facilities of the wholesale radius of Indianapolis includes Indiana and Indianapolis Radius jobbers are good merchandisers, selling campaigns.

Responsiveness of trad

7. Responsiveness Nothing we could sa selling effort as trutl field. The News has detailed data on all the merchand mation is yours if you can use it.

Strength of

8. One Cost You can merchandise in the In statement is on the next page.

New York Office
DAN A. CARROLL
110 East 42nd Street

The Indian

FRANK T. CARR

est Market for 1924

THESE FACTS

ty of population to trade outlets.

—91.8% native-born whites. Based on the assessed e Indianapolis city limits, the individual per capita cks, bank deposits, buildings not subject to taxation, s lines more than 25,000 visitors come to Indianapolis other city of its size in America. Thus this market high buying power and an unparalleled accessibility

cy of prosperity

t thing, immune to the fluctuations common in terri- the basic source of wealth. 1200 factories in Indian- excess of $100,000,000. Indiana industries produced varied are the lines of manufacturing that they touch cturing business, is the wealth of some of the most dely diversified, insure permanent prosperity to the ullify your selling effort.

lities of your product

et in the Indianapolis Radius for building materials es and accessories, tires, clothing, foods, toilet articles, é, tobacco. The merchandising department of The wing specifically the opportunities, resistances, and lf of this service.

s of similar or competitive products

epartment of The News is also equipped to make to a specific product showing its definite opportunities oitation of the market by competing manufacturers. tis.

overing territory with salesmen

ic line or bus from Indianapolis to the limits of the n cover this territory intensely in minimum time. is market.

wholesalers

mi-national importance. Due to the unexcelled trans- lianapolis Radius jobbers cover it intensively. The ois, Michigan, Ohio and Kentucky. It is true that w products, willing and eager to co-operate in real

mers to selling effort

d indicate the responsiveness of this market to real trongly as the experience of merchandisers in this es in this territory covering many years. This infor-

sing media

dius with but one advertising cost. Proof of this

Here's Why the Indianapolis Radius is Unique Among Markets

YOU can merchandise in Indianapolis with one advering cost, space in The Indianapolis News, because The News is unique among newspapers in its coverage and its profound influence over its readers. Practically every newspaper reader in Indianapolis reads The News —more copies of The News are delivered every day into Indianapolis homes than both other newspapers **combined.** You need only The News. Ask News advertisers.

News Circulation

(Daily average for three months ending March 31, 1923, as reported to A. B. C.)

Total City	76,764	
Total Suburban	24,605	
Total Local (City and Suburban)	101,369	101,369
Total Country		25,964
Total Net Paid		127,333

(There are 79,550 dwellings and 89,256 families in Indianapolis, according to 1923 estimates. The city circulation of The Indianapolis News is 76,764.)

News Lineage

Every year The News carries far more local, national, classified and total advertising than any other Indianapolis newspaper. This year, January to October, 1923, The News has carried in its six issues per week 292,668 agate lines of advertising in excess of the combined total of all other Indianapolis newspapers. Year after year The News ranks among the first three or four evening newspapers in the United States in amount of advertising carried.

This is the story of News lineage, written in dollars and cents by advertisers. It is proof of the value of News space.

polis News

dvertising Manager

Chicago Office
J. E. LUTZ
The Tower Building

PLAN INCORPORATION

Country Newspaper Group Shows Rapid Growth

At the executive meeting of Country Newspapers held Oct. 9, at the Hotel Morrison, plans were made to incorporate under the laws of Illinois. This will be a non-profit, no stock corporation.

President Herman Roe of Northfield, Minn., presided at the meeting and introduced Aaron Sapiro of the National Committee, Cooperative Marketing Association, as an authority on Association work in different parts of the country. Mr. Sapiro addressed the group and then in a round table discussion which followed answered many questions.

Irl H. Marshall, director from Illinois, resigned as a member of the Executive Committee on account of other business interests. Harry B. Potter, publisher of the Marshall (Ill.) Herald was declared to succeed Mr. Marshall.

Country Newspapers was organized one year ago, and according to Mr. Roe, in the new rate book which will be issued this month, more than three thousand weekly newspapers are shown to be affiliated with the group.

President Roe declared that the progress Country Newspapers has made is most gratifying. Ten State Press Associations have endorsed the movement officially and prominent officials in several of the associations have accepted state directorships in Country Newspapers.

PRINT CLINIC HELD

Experts Criticize Printed Matter for Boston Health Meet

A "Clinic on Printed Matter" was a feature of the annual meeting of the American Public Health Association in Boston, Oct. 8-11. The "clinic" was for the "constructive criticism of popular health education printed matter" and was one of the sessions of the Health Education and Publicity Section of the Association, of which Evart G. Routzahn, Russell Sage Foundation, is chairman.

The clinicians were Douglas C. McMurtrie, Conde Nast Press, New York City, and Prof. Charles E. Bellatty, director, Department of Advertising, Boston University, Boston, Mass. Professor Bellatty gave particular attention to copy.

Health agencies in the United States and Canada had been invited to submit samples of printed matter they wished to have examined. From these 20 specimens were selected and sample sets were made up and supplied to the members of the audience. Both the critics discussed each piece of printed matter, pointing out both good and bad features and suggesting possible improvements. A few minutes were then given for questions from the audience before the next specimen was taken up.

This "clinic" plan has been tested several times by publicity workers in connection with the National Conference of Social Work and the American Public Health Association, and is judged to be an especially effective method for teaching the practical points about better printing.

DETROIT DEALERS ARRESTED

Sale of Papers With Racing Odds Brings Court Action

Warrants charging four proprietors of downtown newsstands with violating the Voorhies-Bahorski law by selling copies of a Louisville, Ky., newspaper which prints racing odds, were signed Oct. 6, by City Judge Thomas M. Cotter.

The defendants were Robert Gasco, Stewart Graham, Bert Harrison and Joe Dunn.

When the Voorhies-Bahorski law became effective Detroit and Michigan newspapers which had been printing horse race odds immediately changed their policy. However, several of them pointed out to the authorities that the sale of out-of-town newspapers was continuing here, despite the fact that they carried race odds information.

These arrests are the first test of whether the State law can prohibit the importation of out-of-town newspaper printing odds. Newsstand men point out that there is a demand in a cosmopolitan city like Detroit for "home town papers" of new arrivals and visitors. It is also pointed out that it is practically impossible to have these newspapers print a special edition for the sale of perhaps 100 copies in Detroit.

ABANDONS FILM EDITION

Detroit Free Press Feature to Be Adopted by News

The Detroit Free Press will on Oct. 20 abandon its "Film Edition," a motion picture feature made up of news pictures, which was shown in theatres in and near Detroit. The Detroit News in an announcement this week, says it will inaugurate a similar service the day after the Free Press project is abandoned.

The News calls its picture service the Detroit News Pictorial. There is plenty of material for such pictures of considerable interest, the News announcement opines.

GIANT PRESS INSTALLED

20-Unit Machine Will Print Boston Advertiser Comics

Installation of a huge new press has been completed by the Boston Advertiser at its Summer street plant, Boston. This plant is used for printing comic sections and magazine supplements for Hearst papers. The press consists of 20 units, each a complete press in itself. These units are in two sections, one of twelve units, the other of eight. The units may be run singly in any number of groups or all at once. When all units are operating, they can turn out a 24-page magazine section, including eight pages in four colors and an eight-page comic section with all pages in four colors, and deliver these sections printed, folded and inserted and counted in lots of 25 or 30 at the rate of 16,000 an hour.

This is declared to be the only "unit press" made in that each unit consists of one complete printing element that can be used to print on either side of a web of paper as desired. In all other web presses, it is claimed, each so-called unit consists of two unlike elements, of which one can print only on the upper side and the other only on the under side of the web.

Each unit can be run in either direction, making it possible to use any unit for printing on either side of the web. The two sections can be run separately and at different rates of speed if desired. The twelve-unit section is erected in six decks, and the eight-unit section in four decks. Each is constructed so that additional decks may be placed on top of either section as circulation grows.

A feature is that the ink distribution rollers are so adjusted they can be cleansed thoroughly without removal from the press. All cylinders are accessible for their entire circumference. The press is run by two separate driving motors of 60 horse power each and a smaller, slow motor for each large motor. Each driving unit has its own panel board of electrical devices for performing the various stages of operation, and when the two sections are united in one product, the panel boards are automatically thrown together and can be operated in unison.

The Advertiser has begun the use of the press in two twelve-hour shifts.

Rival Weeklies Co-operate

Publishers of rival papers at DeSmet, S. D., have put into effect a plan to give their community improved service. The publication date of the Independent has been changed to Tuesday. This, with the News coming out on Thursday, gives DeSmet and its trade territory twice-a-week newspaper service. Both papers have, until now, been issued on Friday.

Growers Endorse Corn Show

Members of the board of directors of the Iowa Corn and Small Grain Growers Association have endorsed the corn show and contest which is being conducted by the Sioux City Tribune. The show will be staged at the city auditorium Dec. 5 and 6, and $5,000 in prizes will be given to corn growers of Iowa, South Dakota, Nebraska and Minnesota.

PROTECTING YOUR INVESTMENT

TRADE LINOTYPE MARK

Leadership

EVERY development of the slug composing machine from the first idea of the circulating matrix to the present quick-change multiple-magazine text and display machine has been a Linotype achievement. The Linotype Company maintains organized departments that do nothing else except work ahead to keep the Linotype user in the front of the printing business.

Performance

LINOTYPES are in active operation today after more than a quarter-century's steady use. Many are in use in remote places. Linotype resources have been invested without stint in factories and equipment to take care of the needs of the printing business for years to come.

Service

THE more than 45,000 Linotypes throughout the world are supplied through Linotype sales and supply organizations that serve four-fifths of the world's printers and publishers.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

Composed entirely on the LINOTYPE in the Scotch Series. The Border is No. 1654.

Don't be fooled by an imitation
Buy the Mat with a *Reputation*

"Premier" Dry Mats

Reg. Pat. Off. U. S. A. "Sold on Merit"

Publishers are requested to send trial order at the case price for the *New* Premier Mats.

Samples Sent Gratis

Premier Flong Company

KARL HAGENBACHER

P. O. Box 671, City Hall Station, New York City

Sales office 258 *Broadway*

PENNSYLVANIA

A Leader in Mineral and Industrial Production

A sure sign of industrial growth is the increase of capital invested. Year after year, Pennsylvania industries have been showing a large, steady growth in business that is reflected through the increased capitalization of every line of endeavor.

Pennsylvania may be said to lead all States in mineral and industrial production. Its mineral riches are very great, having an output of coal valued at over $900,000,000. The coke output alone is $160,000,000.

Industrially, Pennsylvania leads all Midwest States in cotton goods, is second in silk and wool goods and ranks first in leather output. It produces nearly half the steel of the country. Pennsylvania has turned from the more primary production and industry to the fabrication of products.

Prosperity is permanently planted in Pennsylvania. This great commonwealth is receptive to advertising. You can make your goods wanted in Pennsylvania by persistent newspaper advertising.

This list of daily Pennsylvania newspapers will open the doors of the buying public.

	Circulation	2,500 lines	10,000 lines
†Allentown Call ..... (M)	29,273	.09	.09
†Allentown Call ..... (S)	16,749	.09	.09
†Bloomsburg Press ..... (M)	6,750	.029	.029
*Chester Times ..... (E)	15,257	.055	.055
††Coatesville Record ..... (E)	6,097	.035	.03
†Connellsville Courier ..... (E)	6,247	.0179	.0179
††Easton Express ..... (E)	21,039	.07	.07
††Easton Free Press ..... (E)	12,711	.05	.05
††Erie Times ..... (E)	28,595	.08	.08
**Harrisburg Telegraph ..... (E)	39,537	.095	.095
††Johnstown Ledger ..... (M)	15,879	.05	.05
*Oil City Derrick..... (M)	6,296	.035	.035
†Pottsville Republican and Morning Paper ..... (E&M)	14,034	.07	.06
Scranton Republican ..... (M)	32,180	.12	.10
††Scranton Times ..... (E)	39,412	.12	.10
*Sharon Herald ..... (E)	5,391	.021	.021
†Sunbury Daily Item..... (E)	4,216	.021	.018
*Warren Times-Mirror..... (E&M)	8,115	.036	.036
*Washington Observer and Reporter ..... (M&E)	16,378	.06	.05
††West Chester Local News..... (E)	11,057	.03	.03
**Wilkes-Barre Times-Leader..... (E)	22,599	.08	.05
††York Dispatch ..... (E)	17,873	.05	.05
†York Gazette and Daily..... (M)	17,006	.05	.05

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

NEWSPAPER'S RIGHT TO CUT SERIALS DEBATED IN BRITISH COURT

Moral Standards of Newspapers vs. Books Is Center of Argument as Stephen McKenna, Novelist, Brings Action Against London Sunday Referee

By HERBERT C. RIDOUT

(*London Editor*, EDITOR & PUBLISHER)

AN interesting case was heard in London on Sept. 26, concerning the rights of a newspaper editor to cut passages from a serial story in his columns without the consent of the author.

Stephen McKenna had sold the serial rights of his new novel, "Gloria," to the Sunday Referee when that paper was controlled by Robert Donald. The novel ran to 104,000 words and the serial rights price was £500. George Curnock succeeded Mr. Donald as editor and held different views as to the suitability of the story for the purposes of the Referee. He invited Mr. McKenna to make certain cuts and alterations, but the author declined. On July 22, the Referee published an installment with heavy cuts in it. This, it was contended, was an excess of authority on the part of the defendants and traveled outside the powers of the license which they had to publish. In doing this they had committed, he alleged, an infringement of Mr. McKenna's copyright.

The judge, Mr. Justice McCardie, said he understood that the first cut was made because the story lacked action, and the second on the grounds of good taste.

Mr. Collins, counsel for Mr. McKenna, said: "Scarcely good taste, but because it was not suitable to the tastes of the general body of their readers."

Mr. Justice McCardie asked: "Who are the general body of their readers? The Referee is a widely-read paper. I read it myself."

Barrington Ward, for the Referee, said that in connection with certain incidents in the book, Mr. Curnock said he would not publish it in the Referee. It might be all right in a book but he would not publish it in a newspaper.

Mr. Justice McCardie commended: "I take it that the Referee does not approve of a great deal of modern French literature."

Barrington Ward said a newspaper differed from a book. The latter would be shut up if desired, but a newspaper came into homes where children and servants could read it. The editor had, he thought, exercised a proper discretion in cutting it out.

Mr. Collins's case, said his lordship, would be far stronger if he could show him that the cutting of the story had injured Mr. McKenna's reputation in the slightest degree. Take, for instance, the story of the church dignitary. The omission of the story did not hurt Mr. McKenna in the slightest degree. On the contrary, if the matter had been submitted to him, he might well have said: "I agree to the omission. It is no part of the action of the story or anything to do with the dialogue."

"You are asking me to lay down a principle," said his lordship, "that would be far-reaching in its effects—a principle that goes most strongly against every editor—that is to say, that no editor can alter that which he has purchased from a journalist, novelist, or what not. He may not, you say, alter a line or a word."

"It does not go so far as that," Mr. Collins replied.

Barrington Ward read an affidavit made by J. Hall Richardson, the manager of the Daily Telegraph, London, who stated that he had no doubt whatever that the custom of the profession was that an editor, in dealing with a serial story, had an ample right to cut and alter it. That was the recognized custom in the profession, unless an author in his contract made an express condition that no such cuts should be made. In the course of his experience Mr. Rudyard Kipling was the only author who had made that stipulation. In the course of his (Mr. Richardson's) duties, he had been advised of omissions made by the literary staff in contributions of G. K. Chesterton. Mr. Llyod George, who had also written for the Daily Telegraph, had been cut, and other of his articles had been unpublished, but neither author had complained. He had read the parts ("Gloria"), and would say that if the Daily Telegraph had published the novel precisely the same cuts would have been made. In his judgment there was no comparison between a serial appearing in a newspaper and the same novel published in book form, as the former found its way into every one's homes, and the latter to a limited public. It would, he believed, be a serious matter if a newspaper editor were prevented from exercising his discretion in such cases, and he did not think any damage would accrue to the plaintiff if such cuts, having been made in the newspaper, could be restored in the book form.

Mr. Justice McCardie said after seeing these affidavits from such distinguished people, he must say the standard of the English Press was extremely high. He had not realized that so rigid a censorship was exercised.

"The way you must put it," added his lordship, "is that a man who sells his serial rights to an editor, sells them with the knowledge that the editor may have to make various omissions in order to meet the journalistic needs—the needs of the readers of the paper varying with the circumstances of the time."

Barrington Ward offered an undertaking that no further omission would be made in future, except in one detail, and that announcement would be made covering that. This was accepted by Mr. McKenna's counsel.

Mr. Justice McCardie accordingly made no order, and added, "I wish to add this —that nothing which has taken place this morning in any way impairs or diminishes the high literary reputation of Mr. McKenna. On the other hand, I desire to express my views that, in the action here taken, the editor of the Referee has been guided solely by proper, honorable, and praiseworthy consideration."

GATES' STATEMENTS IRK FLEET STREET

American's Picture of British Newspaper Methods Resented as Inaccurate On Other Side —"Alarming If True"

By HERBERT C. RIDOUT,

(*London Editor*, EDITOR & PUBLISHER)

The statements attributed to H. L. Gates, an American and former managing editor of London Daily Sketch, in the interview published in EDITOR & PUBLISHER Sept. 8, are challenged in several directions in British circles, his critics here being divided upon the opinion whether your interviewer misunderstood Mr. Gates, or whether Mr. Gates was handling the facts so carelessly they slopped over.

His disclosures as to the English reporter would be alarming if they were true. They are not even in good taste. You may find a few reporters lacking news sense and initiative, but do they not also exist in other countries?

It is untrue that "a London editor does not worry if another newspaper beats him by two or three days with a story." Doesn't he? Ask any of the English correspondents in New York.

Mr. Gates skidded badly on the subject of what he is reported as calling the English Newspaper Writers' Union. First, there "ain't no sich thing." But Mr. H. M. Richardson, the general secretary of the National Union of Journalists, thinks he must be referring to that body, and tells me that he considers the statements made calculated to give an entirely wrong view of the union to American readers.

For instance, Mr. Gates says that the rules of the union require of a managing editor that he should give at least six months' notice before discharging a member of his staff. This is inaccurate, as the notice for a reporter is one month and for a sub-editor three months.

The suggestion that the union has a recognized maximum salary of fifty dollars is obviously ridiculous; there is no recognized maximum.

Mr. Richardson was a little sarcastic upon Mr. Gates' estimate of English reporters, but I won't quote him on that point.

Advertising interests in Fleet street are amused at Mr. Gates' ideas upon advertising solicitation, one man asking pertinently how it came about that so prominent an editorial man interested himself so mightily in the advertising side. The suggestion that getting ads in Britain is like a tea party, that solicitation is done over a cup of tea, is absurd. The publication of such statements is regarded here as an insidious endeavor to place ridicule upon a profession that is conducted along lines as honorable and dignified as on your side—a profession that does its business with space buyers upon a basis of value for money. It may be an oblique sarcasm directed at our four o'clock tea habit, but this is an entirely different thing from the insinuation that it is employed as a means of solicitation.

SYNDICATE SALESMAN WANTED

One of the foremost newspaper feature syndicates is looking for a man who has had thorough training in the selling of big features. If he has good appearance and initiative and ability to produce, he can be sure of a permanent position and the strong support of the organization back of him.

If this proposition appeals to you, write Box C-695, care of Editor & Publisher.

C. GEORGE KROGNESS

Phelan Building

San Francisco
California

has been

appointed

Pacific Coast
Advertising
Representative

of

THE NEW YORK HERALD
and
The Sun and The Globe

The Pulling Power of Ohio Newspapers is a Power That Merits the Highest Respect

"OHIO FIRST"

Newspapers give both QUANTITY of circulation and QUALITY of circulation—a winning combination.

Ohio has everything to make an ideal market. As a tryout proposition Ohio is one of the best territories possible to find in the whole United States.

Ohio is FIRST in a long line of manufactured products including rubber industries, making of pottery, cash registers, spark plugs, glass globes, soda bottles and milk bottles.

Ohio ranks fourth in value of farm products—which fact indicates that soil is one of Ohio's dependable sources of wealth.

Ohio is noted for homes and home life. Her people are great readers of home papers, which influence them in their purchases. Ohio newspapers are read and respected. They bring results to advertisers.

Shrewd National Advertisers insist that their advertising must be kept continuously in the following list of "Ohio First" newspapers.

		Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal	(E)	39,177	.10	.10
*Akron Times	(E)	22,782	.06	.06
*Akron Sunday Times	(S)	21,773	.07	.07
††Bellefontaine Examiner	(E)	4,631	.02	.02
††Cincinnati Enquirer	(M&S)	75,017	.17-.35	.17-.35
††Columbus Dispatch	(E)	87,561	.17	.16
††Columbus Dispatch	(S)	75,961	.17	.16
Columbus, Ohio State Journal	(M)	50,124	.12	.13
Columbus, Ohio State Journal	(S)	29,206	.12	.13
†Conneaut News Herald	(E)	3,040	.0225	.0225
††Dover Daily Reporter	(E)	4,771	.02	.02
††Ironton Irontonian	(M)	3,400	.0179	.0179
Kenton Democrat	(E)	2,400	.014	.014
††Lima News and Times-Dem.	(E&S)	16,970	.06	.05
*Lima Republican-Gazette	(E&S)	10,610	.05	.05
Lorain Journal	(E)	4,866	.025	.018
††Middletown Journal	(E)	5,279	.025	.025
†Newark American-Tribune	(E)	6,980	.025	.025
New Philadelphia Times	(E)	6,339	.025	.025
Piqua Call and Press Dispatch	(E)	6,073	.03	.03
††Portsmouth Sun and Times	(M&E)	17,746	.06	.06
††Portsmouth Sun-Times	(S)	12,575	.04	.04
Springfield Sun	(M)	13,146	.035	.035
†Steubenville Gazette	(E)	8,551	.03	.03
**Toledo Blade	(E)	107,009	.27	.25
††Toronto Tribune	(E)	1,138	.015	.015
**Youngstown Vindicator	(E)	27,856	.07	.07
**Youngstown Vindicator	(S)	26,559	.07	.07

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

LA PRENSA EDITOR DIES

Stricken in London Following Trip from United States

Dr. Estanislao Zeballos, aged 70, editor-in-chief of La Prensa, of Buenos Aires, died in Liverpool, England, Oct. 4. He had just reached England from the United States, where he had delivered a series of lectures on Latin-American conditions and Pan-American relations.

Besides being the outstanding figure in South American journalism, Dr. Zeballos was one of the best known statesmen of the Argentine republic. Through his powerful editorial policy in La Prensa, he probably did more than any other man in shaping the international foreign policy of the continent. He was an ardent nationalist.

He was at one time Foreign Minister of the Argentine Republic, President of the Senate, Minister to the United States, and President of the International Law Association. His book, the "Crisis of Pan-Americanism," will shortly be published in this country.

Last spring, Zeballos took a leading part in the debate on a proposal for limitation of armaments between the South American republics, strongly opposing the contention of Brazil for a larger army and navy.

His program, outlined in a series of editorials in La Prensa, which were printed throughout Latin-America, was considered largely responsible for the defeat of the Brazilian proposal for a conference preliminary to the fifth Pan-American conference, at which Brazil, Argentine, and Chile were to discuss a basis for arms limitation to be finally ratified by the Pan-American gathering.

His body was sent from Liverpool to Buenos Aires for burial.

JESSE A. GREENE

Edited Fort Wayne (Ind.) News-Sentinel for Many Years

Jesse A. Greene, aged 56, editor of the Fort Wayne (Ind.) News-Sentinel and president of the News Publishing Company, died at his home in Fort Wayne Saturday evening, Oct. 13, removing from Indiana's newspaper circles one of its most prominent figures.

Funeral services were held at Crawfordsville, Ind., Mr. Greene's old home, Tuesday, Oct. 16. Editors, newspaper executives and leaders of the Republican party in Indiana attended or expressed their sorrow in messages to the News-Sentinel and to members of the family.

Jesse Austin Greene was born in Indianapolis, March 3, 1867, and was the son of the Rev. Dr. J. W. Greene and wife. His childhood was passed in Indianapolis and Terre Haute, but while he was young his father moved to Crawfordsville.

He attended and was graduated from Wabash college. The year after his graduation he was principal of the Oregon (Mo.) High School, and then entered the newspaper work in Crawfordsville, becoming editor of the Journal of that city after service in a reportorial capacity, in 1898. He remained with this paper until 1902, when he sold his interest there and became the editor of the Terre Haute Tribune. Here he remained two years and then in 1904 he purchased an interest in the Fort Wayne News.

Mr. Greene was married to Katherine Campbell, of Crawfordsville, in 1897. Mrs. Greene, one son, Henry Campbell Greene, who is a freshman in Wabash College, and two brothers, P. F. Greene and R. I. Greene, both of Lincoln, Neb., survive. Mr. Greene was a member of the Masonic Lodge and the Quest, University and Country Clubs of Fort Wayne.

Obituary

WILLIAM McCAMBRIDGE, aged 80 years, for a third of a century prominently identified with the advance of the Bloomington (Ill.) Pantagraph, died Oct. 7 in Washington, D. C., at the home of a daughter. He began as a telegraph operator but later joined the Pantagraph staff as a member of the editorial department. Funeral services were held in Washington.

JOHN W. PALM, aged 64, known throughout southeastern Iowa as a newspaper man and politician, died Oct. 7 at his home in Mt. Pleasant, Ia., following a stroke of apoplexy. He was publisher of the Mt. Pleasant Journal many years and later a county official. His widow survives.

CHARLES H. McFARLAND, aged 54, veteran employe of the Des Moines (Ia.) Evening Tribune and a charter member of the local stereotypers' union, died Oct. 6 at his home following heart disease. Mr. McFarland had been with the Tribune since the plant was started on the east side 15 years ago.

J. W. CUNNINGHAM, editor of the British Columbian, New Westminster, B. C., died after a brief illness Oct. 12. He was graduated from the University of Toronto in 1902 and immediately went west, where he helped to establish the Edmonton (Alta.) Journal. Selling out his interest some years ago, he went to British Columbia and since 1909 has edited the British Columbian.

EDWARD TROUT, aged 88, formerly a publisher of Toronto, Canada, died at his home in Los Angeles, Cal., Sept. 29.

COL. JOHN P. IRISH, aged 80, in 1882 editor and publisher of the Oakland (Cal.) Times, died in Oakland Oct. 7, from the effects of a fall. Irish in 1886 was managing editor of the Alta California, the first paper published in San Francisco. He was born in Iowa City, Ia.

MRS. ELLEN CASEY KELLEY, aged 60, widow of Thomas J. Kelley, for many years publisher of the Jordan (Minn.) Independent, died at Faribault, Minn., Oct. 9.

BERNICE MARKUSEN, aged 6 years, daughter of Roy G. Markusen of the St. Paul office of the United Press, died recently.

CLARENCE R. STEWART, since 1902 on the advertising staff of the Spokane (Wash.) Chronicle, died suddenly of heart failure Oct. 10, at the Deaconess Hospital, where he had undergone an operation for appendicitis the previous day. He came to Spokane in 1902 from Pawnee City, Neb.

J. FRANK JONES, widely known in Denver where he has been proprietor of the Star Printing & Label Company for many year, died Sunday, Oct. 14.

CHARLES H. MANSFIELD, aged 81, dean of Essex county newspaper men, and believed to have been the oldest newspaper man in Massachusetts in active service, died at his home in Lynn, Mass., Oct. 15. He first entered newspaper work as an apprentice on a small country paper in Wellesley. Twenty years ago he joined the Lynn Daily Item, on which he worked until a week before his death.

CHARLES E. MANN, aged 66, for many years executive secretary of the Massachusetts Public Service Commission and founder of the State House News Service, Boston, died Oct. 15 at his home in Malden, Mass., after a long illness. In 1884 he was editor of the Cape Ann Breeze, of Gloucester. Later he was political writer on the Boston Record and Advertiser, after which he wrote for the Boston Traveler and old Standard. In 1894 he established the State House News Service.

MRS. CAROLINE L. DODGE, a well known magazine and newspaper writer, of Beverly, Mass., died Oct. 13 in the Salem Hospital from injuries received when she was knocked down by an automobile in Boston, Sept. 24.

JOHN GRIEFF, formerly editor of the St. Paul (Minn.) Svenska Americanska Posten, died last week at his home in Superior, Wis.

EDWARD STANWOOD, editor and historian, died Oct. 12 at his home in Brookline, Mass.

WILLIAM D. SADLER, aged 87, dean of the Boston Globe composing room, with which he had been connected from 1884 to 1919, died recently at Brunswick, Me. He learned the printer's trade in Birmingham, Eng., and came to Boston in 1884.

R. H. FAIRBURN, aged 81, editor of the New Hampton (Ia.) Courier for thirty years, died Oct. 3.

DAVID BLAINE MILLER, aged 33, advertising manager of the Brunswick-Balke-Collender Company, Chicago, died last week in that city.

Ads Aid Strike Settlement

The Hudson Coal Company recently made use of newspaper advertising as a means of ending an unauthorized strike on the part of miners at 19 of its 22 mines in the anthracite field of Pennsylvania. On the second day of the strike the Hudson company carried page advertisements in the daily papers in which the miners were asked to resume work and have their grievances adjusted in compliance with the new wage contract. On the same day that these advertisements appeared the general committee of the strikers voted to have work resumed.

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

Vanderbilt Chooses Ludlow

IN PLANNING the composing room equipment for his Los Angeles (Cal.) Illustrated Daily News, Cornelius Vanderbilt, Jr., found that the best way to live up to his motto "The Public be Served" was to include in his specifications the Ludlow system for producing display type on slugs. Accordingly, a Ludlow Typograph and 81 fonts of matrices ranging in size from ***18 to 60 point*** were purchased.

Here's what Mechanical Superintendent, Sam. R. Sprecher, writes:

"We set all the composition for the Illustrated Daily News without a line of foundry type, all production being handled on the Ludlow and the typesetting machines."

"I am firmly convinced that the Ludlow is the most efficient and flexible display typesetting system yet devised."

Ask us to tell you how the Ludlow of Today can make money for you.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

WHAT OUR READERS SAY

Japanese Disaster Inaccuracies

WASHINGTON, D. C., Oct. 1, 1923.

To EDITOR & PUBLISHER: The press of the United States is patting itself on the back for the manner in which, under tremendous difficulties, it covered the earthquake, fire and tidal wave that destroyed Yokohama, laid a large section of Tokyo waste and wrought havoc for miles along the Pacific coast of the main island of the Japanese Empire. The press has a right to be proud of how newspaper men and radio operators in the Far East fought against tremendous odds in their attempts to get the news to America, but the way in which that news was maltreated between the time it reached the shores of this country and was served up to American readers in print is a matter not for pride, but for regret. Accuracy, the first aim of every true newspaper, was thrown into the discard.

That is a harsh indictment, but it is a true one. Probably no paper erred intentionally in reporting the story by word and by photograph, but few, if any, failed to err through ignorance. The copy reader, the city editor, the managing editor, on most papers the entire staff, did not know with what they were dealing. The mistakes that resulted from this ignorance were ludicrous, some of them almost tragic. Names were misspelled when a reference to the Japan Year Book, which every city daily should have in its reference library but most have not, would have corrected the mistakes that came over the wires. Facts were distorted simply because the man handling them was so unfamiliar with his material that he could not discern fact from fiction and so had to accept everything blindly. Photographs bore underlines and overlines that told an utterly different story from that of the printed picture.

Such mistakes as the early reports that former Premier Viscount Korekiyo Takahashi, Prince Takehiko Yamashina and others had been killed can easily be forgiven, for the disturbed conditions in Tokyo made it difficult to verify them and, in addition, they were usually cabled as reports rather than as proved certainties. A few errors crept into the cablegrams from Shanghai, but on the whole there is no adverse criticism of the work done by the men on the opposite shores of the Pacific. It was on this side of the ocean that accuracy was disregarded.

Perhaps half of the city papers of the country carried a photograph of the Imperial Detached Palace in Akusaka-ku, Tokyo, with an underline describing it as the Imperial Palace. That particular palace, in company with some scores of others scattered throughout Japan, is the property of the Imperial Family, but it is not their home, the principal palace, nor should it ever be described as "the" Imperial Palace. It is difficult to find a parallel in this country, but it might be compared to publishing a picture of Woodrow Wilson's home in Washington and describing it as the White House.

Photographs of Nihombashi, the Bridge of Japan, in many instances announced that the river Nihombashi flowed under the Bridge of Japan. It so happens that Nihom (Nihon) means Japan and bashi means bridge, and that the river which flows under the Nihombashi is one of the many semi-rivers, semi-canals through which the Sumida River empties into Tokyo Bay.

An organization which is extremely careful of its accuracy issued a press bulletin stating that it was impossible to buy a railway ticket either to Tokyo or Yokohama. That was true a good many years ago, but not at the time of the disaster. The terminus of the electric line in Yokohama is the Sakuragicho Station, but the next station up the line and the one at which steam trains are boarded is called Yokohama. At one time the Tokyo terminus of the railway was Shimbashi Station, but the mammoth building called Tokyo Station has long been the principal station of the capital of Japan. Many an American newspaper carried the story saying there was no Tokyo Station and at the same time published a photograph of it with the words "Tokyo Station" in the underline.

The earliest dispatches received stated that Nagoya, a city of several hundred thousand persons, situated at a comparatively distant spot from Yokohama, had been totally destroyed. I have seen no denial of this statement, despite the fact that later dispatches from Japan have said that Nagoya will probably be the chief port of eastern Japan until Tokyo or Yokohama is restored, which means that Nagoya can not have suffered greatly.

One metropolitan daily in commenting editorially refers to the "kingdom" of Japan. The nation happens to be an empire. A map of the Tokyo district shows Yokosuka, the naval base, located on the outer edge of the Chiba peninsula instead of below the city of Yokohama on Tokyo Bay. The misspelling of Tokyo is not peculiar to the recent story, but has come to be generally accepted by the American press. The spelling of Japanese words with the letters of the English alphabet has been scientifically worked out, and Tokio is quite a different word from Tokyo, just as the pronunciation of the two by a Japanese would differ.

These are some of the instances of inaccuracy that no one familiar with Japan can fail to have noticed. Is it necessary to point out that the reputation of the American press must have suffered accordingly?

FRANK H. HEDGES.

Wanted—James Malcolm Johnston

TRENTON, Mo., October 13, 1923.

To EDITOR & PUBLISHER: Herewith hand you what we know of James Malcolm Johnston, who was formerly an editor on a small scale.

We desire to locate him, in connection with a settlement of a small estate. Please ascertain whether you can find out his present post office address.

It has been reported that he (between twenty and thirty years ago) was an editor of a small newspaper in Guthrie, Okla.

At one time, he was editor of a newspaper called the Meade County Globe, in Meade County, Kan. He has been known as a newspaper man.

At one time, he published the Citizen-Republican at Kingsman, Kan.

He assisted for a short time in publishing a small newspaper called the Register in Little Rock, Ark.

It has been stated that Mr. Johnston left his family while they were living in Kansas City, Mo., in 1903, and went to Walla Walla, Wash., since which time his wife and daughters claim they have not heard from him. He was not a prosperous man, according to his wife and daughters.

PLATT HUBBELL,
Hubbell Bros., Attorneys at Law.

A Well Handled Story

MILWAUKEE, Wis., Oct. 13, 1923.

To EDITOR & PUBLISHER: Please accept our sincere thanks for the announcement article on the Journal's new home in your issue of September 22. We were very much pleased with the story, which in our opinion was exceptionally well handled.

THE MILWAUKEE JOURNAL,
L. L. BOWYER,
Business Manager.

Mr. Schexnayder's Prize

CHICAGO, Oct. 3, 1923.

To EDITOR & PUBLISHER: I am a little bit afraid that the story on page eleven of your issue of September 29 will give the impression that N. O. Schexnayder won the first prize of the national advertising contest held by the National Association of Retail Clothiers at the Convention in Chicago, at the Municipal Pier, September 24 to 29. Such was not the case. Mr. Schexnayder won the prize offered by Alfred, Decker & Cohn in a contest which was aside from the convention, and in no way part of the big contest which was held by the national association.

Yours very truly,
ALLEN SINSHEIMER,
Editor National Retail Clothier.

A Bouquet

CHICAGO, Ill., Sept. 26, 1923.

To EDITOR & PUBLISHER: As I turned to the the first page of EDITOR & PUBLISHER this week I was so impressed with Macauley's striking cartoon that before I turn further I write to compliment you upon it. It portrays in a most effective manner a situation which it would take pages to describe in type.

EARL C. DONEGAN,
Editor, Marketing Media.

"Let's Go!"

SAN FRANCISCO, Sept. 24, 1923.

To EDITOR & PUBLISHER: You have struck the keynote of a great need in your editorial, "Let's go!" The press should not only point the way to peace and understanding among the peoples of the world, but it should blaze and lead the way for them to that end. If the press has power to mold public opinion for war, it has power to mold it for peace. But the press also needs a leader to sound the tocsin that will muster its members for the crusade to recover peace. Who is he?

Sincerely yours,
C. GEORGE KROGNESS.

Also Worth Knowing

FORT WORTH, Tex., Sept. 18, 1923.

To EDITOR & PUBLISHER: An item published in your issue of September 1st, headed "Folks Worth Knowing" and referring to E. Julian Herndon was erroneous in two particulars.

1. The name of the advertising agency referred to was the Herndon-Johnson Advertising Co., Inc., and *not* the Herndon Advertising Agency.

2. Mr. Herndon was not "owner and proprietor" of this agency. He was president, the writer was vice-president, and J. P. Millican was secretary-treasurer. The agency was capitalized at $5,000, of which Mr. Herndon and the writer each owned $800, the balance being owned by Mr. Millican. Either Mr. Millican or Charles Getz, former assistant treasurer of the Herndon-Johnson Co., who may be reached at 605 Commerce street, this city, will verify these statements.

In justice to other parties as well as myself, I request that you publish a correction of this story in your first available issue.

Yours very truly,
CHARLES C. JOHNSON, JR.,
Director Art and Copy Dept., The World Company, Inc.

Goss Plant in Films

The plant of the Goss Press Manufacturing Company was recently shown in motion pictures at a Portland (Ore.) theatre. The film included the installation of the Oregonian's new sextuple press.

There's No Law Compelling You to Cash a Check That's Made Out to Your Order—

And Nobody's Going to Have You Arrested for Failing to Take Advantage of

The Shop-o-scope TRADE MARK

But—

Why not do the common sense thing and send for The Shop-o-scope Portfolio for your free examination—and look into the matter of just how profitable this Christmas Campaign for Classified Advertising promotion can be for your organization?

Write us today!

THE BASIL L. SMITH SYSTEM, INC.
Otis Building Philadelphia

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE
30 East 42nd St., New York City, N. Y.

Chicago
620-621 McCormick Bldg.

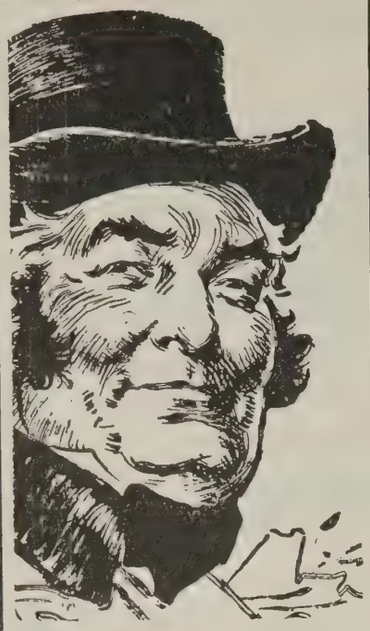
Pittsburgh
1117 Farmers Bank Bldg.

Circulation Structure

Ask the Publisher who has taken my service.

W. R. Emslie, General Manager of
PHAROS-TRIBUNE
Logansport, Ind.
knows and will tell

Clifford Newdall
A.S.A.A. (LONDON, ENG.) C.P.A. (INDIANA)
ACCOUNTANT & AUDITOR
33 WEST 42ND STREET
NEW YORK CITY
Income Tax System Auditing



'JOHN BULL' takes its own medicine

LIKE all great national journals, "JOHN BULL" largely depends for its existence upon the Advertising it carries.

It receives much from advertising—but it also spends much.

There is not a weekly in Britain whose announcements loom so large in the public eye as do "JOHN BULL'S."

On every hand—everywhere—on hoardings, on flashing electric signs, in the pages of the press, "JOHN BULL'S" announcements appear. Thousands of London Tramcars carry on their rear-boards its weekly contents bills, which, also, are displayed on practically every newsstand and news agent's shop throughout Britain.

Britishers would not be allowed to forget "JOHN BULL"—even if they wanted to!

JOHN BULL

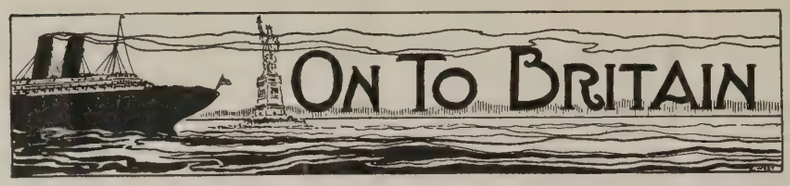
BRITAIN'S DOMINANT WEEKLY

NOTE: "JOHN BULL'S" great circulation is due to editorial merit alone. This paper runs no free competitions, free Coupon Schemes, or other fake circulation-boosting campaigns.

Net sales exceed 800,000, rate based on 600,000.

For Rate Card, Specimen Copy and full particulars write:

Philip Emanuel, Advertisement Mgr.
ODHAMS PRESS, LTD.
57-59, Long Acre London, W.C.2.
England



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT
(London Editor, EDITOR & PUBLISHER)
London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

So July is Fixed—Everybody is glad that the date of next year's convention is fixed, for there is a feeling that, with this settled, we are able to deal with a more concrete affair than has seemed to be in the past. July 14 for the opening business at Wembley suits everybody for reasons stated in my cable immediately following Harold Vernon's intimation to me on September 4.

At one time it seemed doubtful whether June would not be pressed, but those who favored the earlier month withdrew their objections as soon as it became known that our American friends were satisfied that July would suit their convenience best of all. The news, too, that the Conference Hall at the British Empire Exhibition has been definitely booked removes the doubt expressed in some quarters whether the convention would be held at Wembley at all. So with the time and place made positive, everybody knows just where they stand, and the next business can be taken.

Advertising Women's Club Formed—A few weeks back I told of plans shaping for an Advertising Women's Club in London on the lines of your American organizations. The ladies in our delegation last June were mightily impressed with the women's clubs and the energetic members and their intense interest in convention affairs. Out of that has grown an Advertising Women's Club for London, with Miss Marion Jean Lyon as its first president, and the ladies in it are going to play an important part, not merely in the social life but on the business side of the convention next year.

The inaugural meeting was held at the Hotel Cecil on September 4, when a company of women engaged in advertising met at the invitation of John Cheshire to discuss the project in detail. Mr. Cheshire told of the women's clubs of America, spoke of the fine work done by them, and called for a similar Women's Club in London, pointing out the fine influence such an organized movement would have on British advertising.

C. Harold Vernon invited the co-operation of such a women's club in the convention, pointing out the need for an organized reception of the American business women, who will form quite a large part of the delegation from the U. S. A. next year.

W. S. Crawford referred to woman's opportunity in the world of advertising—woman's influence in the purifying of advertising—her peculiar fitness for this business owing to her knowledge of the desires of other women, and of the successful selling appeal that can be made to women by women.

The advertising women present resolved to form an Advertising Women's Club of London, and the following officers and committee were elected:

President—Miss Marion Jean Lyon, advertisement manager of Punch.

Vice-President—Mrs. A. J. Wilson, director of A. J. Wilson & Co., Ltd.

Secretary—Miss Kathleen MacLachlan, contact manager of W. S. Crawford, Ltd.

Treasurer—Miss Shaw, company secretary of C. F. Higham, Ltd.

Committee—Miss Bosworth, executive, Holford Bottomley Advertising Service, Ltd.; Miss Anne Meerloo, Meerloo Advertising Service; Miss Reynolds, director, Samson Clarke, Ltd.; Miss Sangster, director, W. S. Crawford, Ltd.; Miss Ella F. Thompson, Advertising Service; Miss Underhay, advertising executive, Oatine Company, Ltd.; Miss Ward, company secretary, Beaver Board Company, Ltd.; Miss Woodyard, director, Saward Baker Company, Ltd.

The objects of the club are to enable women doing constructive work in advertising to co-operate for the purpose of mutual advancement; to further study of advertising in its various branches, and to emphasize the work that woman is doing, and is specially qualified to do, in the field of sales promotion in the many-sided business of advertising.

So with an organization of this kind to welcome them, American advertising women's clubs will now have little or no reason for not sending delegates to London next year.

Publicity Publication Changes—The London Advertising World monthly has changed hands. It will in future be published by the Economic Publishing Company, Ltd., 14 King street, Covent Garden, London. Sydney Walton, C. B. E., will be the new managing editor and will have as fellow directors Sir Richard Redmayne, K. C. B. (chairman), Capt. R. B. Crewdson, and Barrington Hooper. Mr. Walton is a director of the Yorkshire Evening News and came into prominence in connection with his publicity work for the Food Controller during the war.

A new advertising monthly is promised called Twentieth Century Advertising. It is to be conducted by J. Murray Allison, latterly associated with the Field Press, and one of the members of the British Delegation in June last.

That Desire to Impart—When I asked Mr. Harry Klegg, who is country sales manager of Kalamazoo Ltd., of Birmingham, what he remembered of his trip with our delegation to Atlantic City, he said it was "the desire to learn and the desire to impart" that impressed him most. He went on to say that he found this trait to be very evident during the convention itself.

"In those few, almost too few, moments when it was possible to obtain a little quiet confab the demand for information was insatiable," he said. "In my own particular case, my share in advertising being to assist in paying for it, I often found myself unable to answer all the questions that were showered upon me. Inquirers had to be passed on to advertising men proper. On the other hand I found a willingness to answer the keenest possible questions put from my own point of view. Questions are penetrating from their side but just as welcome when expressed as keenly from yours." Mr. Clegg tells me he is looking forward to renewing many acquaintances at Wembley.

Some Exhibition Figures—The following details concerning the British Empire Exhibition, where the advertising convention is to be held in July, have been furnished to me. The exhibition will run from April until October, so that the date fixed for the convention will find the grounds and the extensive exhibits at their best. It will be an exhibition that exceeds in magnitude anything that has been done in Great Britain before. The area of the exhibition grounds are over eight million square feet, the Industrial Hall occupies 430,000 square feet and the Machinery Hall 569,000 square feet. An attendance of from thirty-five to forty million visitors is expected during the six months of the exhibition.

FIRST IN PUBLIC SERVICE

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World
Pulitzer Building, New York
Maller's Building, Chicago
Ford Building, Detroit

MILWAUKEE

is the ideal try-out market. Representative in size—not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—

The Milwaukee JOURNAL FIRST-by Merit

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

PORTSMOUTH, OHIO

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio Completely.

Foreign Representative
ROBERT E. WARD, INC.
5 So. Wabash Ave. Chicago
501 Fifth Ave. New York

In New Orleans it's THE ITEM

Awaiting You in Britain!

RICH, READY-MADE MARKET FOR AMERICAN GOODS

On a conservative computation, there are in England, Wales, Scotland and Ireland,

40,000,000 NEW CUSTOMERS

prepared to buy American goods which, so far, they have had little or no opportunity of hearing about.

You can get into immediate touch with this big new market by means of a publicity campaign in the

DAILY MAIL

(London, England)

the newspaper which, with the world's record net daily sale, carries your message, swiftly and surely, throughout the length and breadth of the British Isles.

Remember that there are no "distances" in Britain. Its massed population centers on a straight line, only 500 miles long, from London to Aberdeen—just a railway journey of 12 hours end to end!

That is why National Advertising is conducted through a single national medium—

THE DAILY MAIL

(London, England)

Printed simultaneously in London and Manchester, The Daily Mail *carries your appeal to every great city, town and remote village in Great Britain and Ireland.* There is no "zone" advertising.

Special Advertisement Representative for the United States and Canada

H. H. FIELD

DAILY MAIL OFFICES
280, Broadway
New York

EDITORIAL

A REAL ASSIGNMENT

WE hope that every newspaper man in America will read Dr. William T. Ellis' article in this issue of EDITOR & PUBLISHER.

Here is the story of a big job to be done. That job belongs to American journalism and the quicker it is done, the better, for afterward this will be a better world to live in. No one will question Dr. Ellis' charges of the damage that is being done by half-baked observers, political partisans and propagandists.

It is the biggest assignment that Dr. Ellis would give to the newspaper of America—"Find out how the present order of civilization is going to smash." But it is the world's biggest story and there cannot be any denial—it is not being "covered" as it should be. Proof of this is found in the fact that we are still muddling along without any clear conception of where we are going, although we have had almost five years to select a course.

It is a much more interesting story than the printing of scandals on which we are wasting our energies, as well as fortunes. It is a story that throbs with human interest and holds within its embrace the destinies of millions of people.

The American press is the one great institution that can gather the facts of the affairs of the world as they are today at firsthand and present them in a way that will set our feet on the upgrade path. The story for which he asks holds all the thrilling heroism of war. It bristles with the possibilities of loves and hates and sacrifice, and in the face of it, many of the things we are doing today look small, and petty, and cheap.

It is no wonder that there is uncertainty and doubt throughout the world while this story of fact remains untold.

American journalism has accepted some big assignments, but none to compare with this. It is the biggest story in the world today and there can be no lasting peace until it is told.

YOUTH AND THE PRESS

JOURNALISM belongs primarily to youth. It demands initiative, vision and daring—the kind of daring that is not afraid of new pathways—the kind that spells progress—and it is youth alone that can give it these things.

Youth is not afraid to make mistakes. All pathways are new to it and with an idealism untinged by bitter experiences it usually finds the right way and follows it to the end.

No profession offers greater opportunity for service and none is today attracting a higher type of young men whose ideal is service to their fellowmen.

So long as youth recognizes the newspaper's responsibilities to the public, it will find it the most fertile of all fields of human endeavor.

Change is wrought by young hands. Where there is change there will be progress, and that is why journalism has won its present place of leadership in American affairs.

GOOD RIDDANCE

WE believe final good will come to the Canadian Press as a result of the withdrawal of the $50,000 annual grant of the Dominion Government at the close of the current financial year, and President Smith is to be commended for his declaration that government aid should never again be accepted.

Government subsidies are an evil in any business. They are one of the vices of a secret diplomacy that has lived in the past on international intrigues and war.

The newspaper business of Canada is not rich, but it is able to pay its own way, and it is the opinion of the vast majority of its members that it should do so.

Freedom of the press means after all freedom from the government and the right to criticise and express opinion at all times. This is not impossible under a subsidy and it has been a fact in Canada, but the shadow has always been there, and we believe it is a good thing that it is now to be removed.

DAVID'S CONFIDENCE IN GOD'S GRACE

Psalm XXIII: 1-6

THE Lord is my shepherd; I shall not want.

2. He maketh me to lie down in green pastures; he leadeth me beside the still waters.

3. He restoreth my soul: he leadeth me in the paths of righteousness for his name's sake.

4. Yea, though I walk through the valley of the shadow of death, I will fear no evil: for thou art with me; thy rod and thy staff they comfort me.

5. Thou preparest a table before me in the presence of mine enemies: thou anointest my head with oil; my cup runneth over.

6. Surely goodness and mercy shall follow me all the days of my life: and I will dwell in the house of the Lord for ever.

MAKE TWO AND TWO EQUAL FOUR

STANDARDIZATION in computing advertising lineage should not be such a hard matter after the start is once made. Circulation figures can now be compared with a reasonable degree of accuracy that was pronounced impossible of attainment only a few years ago.

Newspaper men generally will find much of interest in C. L. Perkins' article on the application of circulation measuring methods to advertising lineage in this issue.

The Association of Newspaper Classified Advertising Managers is now preparing to take the first step toward standardized statistics on advertising. Their efforts will be watched with interest in 1924 and will undoubtedly meet with general approval among advertisers and advertising men.

THE OTHER RACE

BILLBOARD advertising costs money, likewise, horse racing continues the sport of kings.

There may be a moral in this if you dig deep enough. Today's meeting between Papyrus and Zev has been pretty much of a front page newspaper event for some time; during the last week it has been a big revenue producer for the billboard owners.

The lowest prices for even fair seats was $11, and, as has been the case in many other so-called sporting events, the only persons who did not get anything out of it were the public and the newspaper owners.

In the meantime, more serious affairs of the much more interesting human race were neglected.

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READ AMERICA FIRST

COMPILING lists of books that newspaper men should know has come to be a favorite sport in many quarters.

We don't know who started it, but we do wish someone would stop it until some master comes forward and strikes a balance that will at least give us something of the traditions of America before the commercial age. Reading all the masterpieces in the world is not going to make a good newspaper, and with masterpieces alone as a mental background the newspaper will not be able to achieve true patriotism. When a newspaper fails to do that it is not operating as a community institution.

The latest list of books that newspaper men should know coming to our attention was compiled by Robert Max Garrett, Associate Professor of English at the University of Washington, and appears in The Washington Newspaper for September. It includes: Job, Ruth and the Palms; Plato's Republic; Dante's Divine Comedy; Reynard the Fox; Cervantes' Don Quixote; Chaucer's Canterbury Tales; Shakespeare's Plays (the more familiar ones); Bacon's Essays; Pepys' Diary; Bunyan's Pilgrim's Progress; Goethe's Faust; Hugo's Les Miserables; Carlyle's French Revolution; Amiel's Journal; Dostoieffsky's Crime and Punishment; Ibsen's Brand; Boswell's Life of Johnson; Newman's Idea of a University; some good collections of English and American essays; some good anthologies of English and American poetry.

Frankly, we cannot see that it has any value over those that have come before.

If we are any judge what American newspaper men should know is something more about the early history of this republic than they give any evidence of knowing today. Somewhere, not so long ago, in a selection of seven greatest Americans the place of rich man went to John D. Rockefeller, and Robert Morris, who had given until he beggared himself to make possible this republic and everything that it stands for, did not even get an honorable mention.

What we need it would seem is a list of books that newspaper men should know on the principles and traditions of Americanism. The lack of such knowledge and failure to adhere to those principles seems to be the only weak spot in our political and social life today.

TO THE GIANT OF BUSINESS

AMERICA'S first national advertising exposition which will open in New York on November 10 is already assured success by the unusual interest that is being shown in the undertaking by men identified with every branch of this highly developed factor in modern business progress and prosperity.

The Advertising Club of New York has a right to feel proud of the manner in which the coming show has been accepted and supported by the advertising fraternity.

It promises to be more than a show of what advertising has done and gives every indication of being an unusual pageant of wide public appeal in which will be presented the story of economical merchandising development during the last quarter of a century.

LONDON'S NEWSPAPERS

SPECULATION seems rash in view of the eye baffling changes that have occurred in England journalism this past fortnight. Comment may become passé between presstime and the appearance of the printed papers. Yet, one cannot help remarking the notable interest shown in America in the great transactions of Lord Rothermere, Lord Beaverbrook and Sir Edward Hulton.

Perhaps the magnitude of the finance involved explains the play given the stories here in competition with Papyrus and Babe Ruth. Big money is certainly Page One news. More important, if not so generally realized, is the fact that these transfers have set a new record in newspaper selling prices and that their scope far surpasses anything yet attempted in America. They mark commercial journalism at top speed and they bear in their train factors which may mean much to Great Britain and the world.

PERSONAL

RTHUR WEIGALL, who as special correspondent for the London Daily ail and the North American Newsper Alliance, was present at the opengof the tomb of Tut-ankh-Amen, arved in this country Oct. 13, on the S. S. *rengaria* for a lecture tour.

Frederick Roy Martin, general manager the Associated Press, spent the last ek in Michigan where he went to attend meeting of the University of Michan Press Club, at which he made an dress on "Good Temper in Journalm." He also attended the meeting of Michigan Associated Press Editorial ssociation. Present also at these meetgs was Edgar T. Cutter, superintendent the Central Division of the Associated ess at Chicago.

Charles B. Driscoll, editor of the ichita (Kan.) Eagle, is visiting in New ork this week.

Prof. Andre Belaunde, one of the foreost journalists of Peru, has been enged by the trustees of Rice Institute at ouston, Tex., to teach a course in anish-American History, and has taken his residence in Houston.

John P. Dwyer, vice-president and anaging editor of the Philadelphia Recd gave a dinner at Renovo, Pa., reitly, celebrating the founding of the enovo News, which he established forty ars ago.

Omar N. Custer, publisher of the lesburg (Ill.) Republican Register, is candidate for the republican nominaon for state treasurer.

Charles W. Fear, Joplin, Mo., member the executive board of the Missouri ess Association, has been appointed itor of the Missouri Manual for 1923-

Arthur Chapman, former managing itor of the Denver Times and author "Out Where the West Begins," will one of the principal speakers before Colorado State Teachers' Association etings this fall. He will talk at three etings at Grand Junction, Pueblo and nver, on "A History of Colorado for Junior High School."

Charles England, manager of the Lon Daily Journal gave a family party celebrate his 60th birthday, Oct. 10. of Mr. England's seven living chilen and the sons and daughters-in-law those married, with twelve grandchilen, were present.

Captain A. Sidney Galtrey, O. B. E., o writes on racing for the London ily Telegraph, under the name of otspur," arrived in this country this ek for the Zev-Papyrus $100,000 race.

Eric W. Allen, dean of the University Oregon school of journalism, who is nding several months abroad, writes ne that he had a long and interesting erview in Paris recently with Steine Lausanne, editor of Le Matin. He discussed American and French vspaper methods with one of the edis of Le Figaro. While in Geneva, an Allen had a conference with the d of the information section of the ague of Nations, and was given the vileges of the press gallery.

THE BUSINESS OFFICE

O. LOOMIS, for more than ten years advertising manager of the kane (Wash.) Spokesman-Review, been appointed to a similar position h the Portland (Ore.) Telegram.

Miss Helen Kreh, for the past five rs in the business office of the Fredk (Md.) News-Post, has resigned.

oseph A. Davidson, manager of the chandising service department of the tland Oregonian, will conduct an eduonal course on marketing principles he Portland Y. M. C. A.

. J. Mahoney, formerly of the classidepartment of the St. Paul (Minn.) patch-Pioneer Press, is now in the lay, having succeeded Leo Burch, resigned. John Wiggins of the Minneapolis office of these papers succeeded Mr. Mahoney in the classified. James McCord of the display has been promoted to solicitor of the Minneapolis office, taking the place of Mr. Wiggins. Lawrence Staples has been employed to take Mr. McCord's place.

Chalmers L. Pancoast, manager, Eastern Division national advertising of the Chicago Tribune, at New York, has been appointed Eastern manager of the Color Roto Weekly Magazine, a national publication to be issued soon after the first of the year by the publishers of the Chicago Tribune and the New York Daily News.

Perry Epsteen has been appointed advertising manager of the San Francisco Chronicle to succeed James G. Ralston, resigned. Mr. Epsteen was formerly advertising manager for Reich & Lievre, San Francisco women's store.

L. R. Ables, formerly advertising manager of the Tyler (Tex.) Courier-Times, has resigned and will engage in newspaper publishing business at Rosebud, Tex. Mr. Ables has been succeeded by Carl Estes, formerly connected with the Denison (Tex.) Herald.

E. C. Young, for the past six and a half years business manager of the Halifax (N. S.) Chronicle, has been appointed treasurer of the Toronto Globe. Before going to Halifax, Mr. Young held an important executive position on the business staff of the Montreal Star.

IN THE EDITORIAL ROOMS

RICHARD HENRY LITTLE of the Chicago Tribune has returned after an extended stay in Hollywood. Beginning last Sunday Mr. Little is writing some feature stories about his stay there.

H. I. Phillips, newspaper columnist famous for his "Senator Dumm" and "Representative Dummer," is co-author with Harold Orleb of a musical comedy entitled "Ginger," which made its appearance on Broadway this week.

Wayne K. Otto, who wrote baseball for years for the Chicago Daily Journal under the name of "Fielder Royce" is now writing baseball on the Chicago Herald & Examiner under his own name.

Robert J. Casey of the Chicago Daily News is author of another historical book entitled, "The Lost Kingdom of Burgundy." It was published by the Century Company. Mr. Casey has also completed a novel which will appear shortly.

Walter A. Washburne, city editor of the Chicago Evening Post will speak before the Chicago Federation on Oct. 29. His talk will be entitled, "News and the Churches."

Norman Ross, swimming champion and sporting writer on the Chicago Daily Journal is en route to the Hawaiian Islands with his wife and baby to spend the winter. They motored across the continent.

Delos Avery who has been in New York for the past few years has returned to Chicago and is now on the Chicago Herald and Examiner re-write battery. Ray Pearson, for many years boxing editor on the Chicago Tribune is now covering boxing on the Herald and Examiner.

Dan Kelliher, at one time a reporter for the Kansas City Post and lately owner of a small daily, has been appointed city editor of the Kansas City Journal.

W. D. "Doug" Meng, an editorial writer for the Kansas City Journal, was one of the speakers at the Missouri Press association meeting in St. Louis, Oct. 12.

Miss Sadie Lowry of the Hagerstown (Md.) Herald-Mail staff was one of the beauty models in the Fashion Walk held recently.

Edgar English, son of Mrs. Eloise Young English of Frederick, Md., and a student at Johns Hopkins University, has joined the staff of the Frederick (Md.) News.

Charles Alexander, Sunday editor of the Albany (Ore.) Democrat, is the author of "The Fang in the Forest," a book of short stories just published by Dodd, Mead & Co.

G. A. Martin, managing editor of the El Paso (Tex.) Herald, with his bride, formerly Miss Edna Chrys Timpe of Chicago, has been spending some time in Portland, Ore., where he went to aid the El Paso labor unions in inducing the American Federation of Labor to hold its next session in El Paso.

R. E. Scott, who has been editor of the Bastrop (Tex.) Advertiser for the last five years, has resigned and the board of directors has elected R. A. Franklin to the position.

Will H. Mayes, Jr., another son of Dean Will H. Mayes, has returned to Texas and has become a member of the staff of the Cuero (Tex.) Daily Record.

Charles W. Clogston, former managing editor of the Denver Express, who for the past year has been publicity director of the Denham Theatre, Denver, has left for Salt Lake City where he will manage the new Wilkes Theatre.

Frank D. Wasson, news editor of the Cedar Rapids (Ia.) Evening Gazette, claimed the sweepstakes hard-luck title this week, when he broke his right leg for the third time within two years. He slipped as he was getting into an auto and cracked the bone just above a previous break sustained in March of this year. The accident occurred October 11, his birthday. He spent it in the hospital.

Miss Miriam Biever is doing society for the Hagerstown (Md.) Globe.

Cliff Harrison, at one time connected with Portland, Ore., newspapers, now doing sports on the Seattle Times, has been visiting in Oregon.

Sigurd U. Bergh, formerly with the Minneapolis Tribune, joined the staff of the copy desk of the Chicago Daily Journal. Another new member is Jack Rohan.

Frank Ring, until recently with the Baltimore American, is now rewrite man for the Syracuse (N. Y.) Journal.

A. W. Lynch, feature editor of the Chicago Evening Post, has finally consented to take a vacation. This event was deemed worthy of a story and picture in that paper. Lynch has been in the newspaper field for 53 years, and in all that time has left his desk only once or twice. The occasion of his vacation is a trip to Brooklyn, where he and his son were to witness a ceremony of DeMolay, a Masonic order for boys, presided over by his grandson, who is master of the order in Brooklyn.

Roy G. Larsen, city editor of the Sioux City (Ia.) Tribune, is attending the national convention of the American Legion at San Francisco. Larsen is a member of the Sioux City post band, which won the national championship last year at the convention at New Orleans, La., and which will compete again this year. During Larsen's absence, Irwin F. Harrison, night city editor, is serving on the day side.

Alfred Holman, formerly editor of a

FOLKS WORTH KNOWING

THE EDITORIAL ROOM of a modern afternoon newspaper office without desks, typewriters, telephones, electric wires, in fact all the equipment used in the every-day business of getting out a newspaper.

WILLIAM CURLEY

The entire room freshly decorated a silvery gray. Fresh cut flowers and foliage banked everywhere, over the doorways, along the walls, draped down from the ceiling, out into the corridor, and down in the rotunda leading to the street.

An orchestra playing soft music.

An entire side of the room occupied with buffet luncheon service.

And upstairs in the editorial room a throng of men and women, cheering.

That was what William ("Bill") Curley, managing editor of the Chicago Evening American, stepped into a few days ago as he was called to his office from a game on the golf links. Mr. Curley was stunned!

Then he remembered it was the twenty-fifth anniversary of his entry into the William Randolph Hearst newspaper organization.

The "party" had been staged by the staff as a complete surprise. And all the members of it were on hand, many with their wives or their best girls. The celebration lasted from 4:30 p. m. until 8 p. m., during which the room took on the appearance of a ballroom.

Mrs. Curley was present to help complete the surprise. Herman Black, publisher of the Chicago Evening American; William Stuart, political and editorial writer, told of Mr. Curley's service in the organization, and presented him with a beautiful marble desk stand from the staff. Mr. Black handed him a substantial check from William Randolph Hearst.

The following papers have renewed their contracts for the Haskin Service for another year.

The Akron Evening Times

The Elmira Star-Gazette

The South Bend Tribune

The Poughkeepsie Star & Enterprise

The Racine Journal-News

Portland, Ore., newspaper and now editor of the San Francisco Argonaut, is preparing a series of articles on the Pacific Northwest for the Saturday Evening Post.

Howard M. Crilly, who recently moved the Bird City (Kan.) Eagle to McCook, Neb., has started a free circulation daily. He will also operate a job printing plant.

Homer B. Hanson, publisher of the Morton (Minn.) Enterprise, is the proud father of Dolores May, born October 1.

Howard C. Snyder, one of the publishers of the Earlville (Ia.) Camera, has been appointed postmaster of that town.

Beverly Randolph, re-write man, has resigned his position with the Evening Public Ledger, Philadelphia.

Harry B. Nason, Jr., assistant city editor of the Evening Public Ledger, is acting city editor during the absence of S. Elmore Boney. Mr. Boney, who has been ill for some time, is on a three weeks' furlough.

Miss Mary Cole, of the University of Denver, is now society editor of the Denver (Colo.) Rocky Mountain News.

Miss Eileen O'Connor, former reporter and feature writer on the Denver (Colo.) Rocky Mountain News and Denver Times, has joined the editorial staff of the Denver Express.

Arthur V. Wortman, editor and owner of the Hebron (Neb.) Register-Champion, has been appointed clerk of the district court.

W. N. Kueneman, whose father recently purchased an abandoned paper at Lancaster, Wis., is now in full charge of the North English (Ia.) Record, formerly published by his father.

Paul J. Richards, day commercial reporter for the Sioux City (Ia.) Journal, twice elected commander of the Sioux City Post of Disabled American Veterans of the World War, has resigned.

Anton McFenton, for many years identified with the London Mail and other British newspapers, and his wife, now on a tour of the United States, were recent visitors at the Peoria (Ill.) Star office.

Major J. J. Linton, the Quincy (Ill.) Herald's "Old Reporter," as he signs a daily column of interesting chat upon current and historic topics, received a gold-handled silk umbrella at a ceremony at the city hall recently on the occasion of the third anniversary of his annual picnic. This year some 35 friends were guests of the "Old Reporter."

George S. Kaufman, of the New York Times staff, visited his sister, Mrs. Allan L. Friedlich, Cedar Rapids, Ia., recently on a vacation preceding the premier of his new play, "The Deep Tangled Wildwood," in Chicago.

Arthur Wilhelm, editor of the St. Paul Pioneer Press rotogravure section, has had two paintings accepted for display in the Twin Cities art exhibit at the Minneapolis Institute.

Andrew J. Warner, dramatic critic for the Rochester (N. Y.) Times-Union, has returned to his desk, following a three months' trip to Europe.

Miss Helen Stein, of the editorial staff of the Rochester (N. Y.) Times-Union, has returned from a European trip.

Morris Adams, former city editor of the Rochester (N. Y.) Democrat & Chronicle, and for the past year city editor for the Rochester Journal & American, has resigned his position. Mr. Adams plans to take a year's vacation before taking up any activity in the business field. Following Mr. Adams' resignation, Willis R. Broadbooks of the city staff was named city editor.

John Burns, formerly sports editor of the Rochester (N. Y.) Democrat & Chronicle, has resigned his position to become assistant sports editor of the Rochester Journal & American. Bruce Mann, formerly assistant sports editor of the Democrat & Chronicle, is now sports editor, while John Cory, former sports editor of the Post Express, which was sold to the Journal, is assistant sports editor of the Democrat & Chronicle.

William J. Slator, recently with the New Haven (Conn.) Register as a political and sporting writer, has joined the copy desk force of the Springfield (Mass.) Union.

Clarence L. Bull, formerly of the city staff of the Rochester (N. Y.) Democrat & Chronicle, has left the newspaper field to establish a publicity and advertising agency of his own.

James F. Mitchell, managing editor of the Scranton (Pa.) Republican, is back at his desk, following a brief visit to New York.

George Daniels, a member of the Scranton (Pa.) Times staff, has been elected president of the Craftsmen's Club, a Masonic organization in West Scranton.

John M. O'Connell, Jr., has concluded his duties as telegraph editor of the Bangor (Me.) Commercial, after several years' service with that newspaper. Mr. O'Connell intends to engage in the insurance business. He will continue his work as Bangor correspondent of the Portland (Me.) Press-Herald.

John L. Morris, late State editor of the Tampa (Fla.) Tribune, has joined the Lakeland Chamber of Commerce, and will handle the publicity department of that organization.

Harry A. Boggs is the new telegraph editor of the St. Augustine (Fla.) Record. He has done newspaper work in Georgia, Alabama and South Carolina newspapers.

Anne Hart, formerly of the Philadelphia Inquirer and Philadelphia's only woman "re-write," has joined the staff of the Public Ledger. She was a "sob sister" on the Inquirer for a number of years.

William Buckley, veteran Federal Building reporter for the Philadelphia Evening Bulletin, is back doing his old beat, after an illness of more than five weeks.

J. Earle Surrick, formerly editor of the Bucks County (Pa.) Independent, is doing general assignments for the Philadelphia Public Ledger.

Harry Keepers has been appointed manager of the photographic department of the Philadelphia Evening Public Ledger. Harold Lambert, who formerly held the position, has been placed in charge of production.

E. Z. Dimitman, after three years with W. J. Wellman & Company, has returned to the newspaper business, and is on the staff of the Philadelphia Public Ledger. He was formerly on the Press and the North American.

James Wharton, Philadelphia newspaperman and dramatic critic, has returned to the city, after a three months' trip to Europe for his health.

Clarence A. McGraw, city editor of the San Diego (Cal.) Union, recently underwent a major operation in Los Angeles, and is now making a rapid recovery. He will probably return to his desk by Nov. 1.

Mrs. Glendolyn S. Lewis, of Long Beach, Cal., has taken the position of society editor on the Brawley (Cal.) News.

George Pratt, court reporter for the Sioux City (Ia.) Journal, is taking a vacation.

Edgar Marsh, of the Montreal Star, has been assigned to cover the Canadian tour of Rt. Hon. David Lloyd George.

Dennis O'Leary of the Sioux City (Ia.) Tribune and the Sioux Falls, S. D. Press, was installed president of the Columbia Club of Sioux City last week.

Miss Ruby Westenhaver, city hall reporter for the Sioux City (Ia.) Journal, has returned from her annual vacation.

Miss Gertrude Conway, society editor of the Sioux City (Ia.) Tribune, has returned from an extended vacation spent in California and New Mexico. During her absence of more than a month, her sister, Miss Kathleen Conway, served in her stead.

P. J. Richards, commercial reporter for the Sioux City (Ia.) Jorunal, has been re-elected commander of the Fighting Back post of the Disabled Veterans of the World War.

MARRIED

EUGENE T. LINDBERG, of the staff of the Denver (Col.) Rocky Mountain News, and Miss Jean Martine, of Denver, were married Oct. 8.

Miss Betty Beuthlen, member of the editorial staff of the Urbana (Ill.) Courier, and William B. Kurtz, Decatur, Ill., were married Sept. 29, in Chicago. Mr. Kurtz is Illinois sales representative for the Prest-o-Lite Company, with headquarters in Decatur.

Joseph R. Gerber, president of the Joseph R. Gerber Company, formerly the Arcady Press, at Portland, Ore., and Miss Cecil G. Farry, bookkeeper and stenographer for the Gerber Company, were married Oct. 6, and left immediately for two weeks of motoring in California.

Jesse B. Deloe, newspaper man of Washington, D. C., was married at Hagerstown, Md., to Miss Olive E. Wiles, of Washington.

David M. Warren, managing editor of the Amarillo (Tex.) Daily News, and Miss Alvah Meyers, society editor of the same paper, were married at Amarillo last week. Mr. and Mrs. Warren will reside in Amarillo and will continue work on the Daily News.

Stillman Evans, staff correspondent of the Fort Worth (Tex.) Star-Telegram, and Miss Lucile McCrea of Cisco, Tex., will be married Nov. 12, it has been announced. Following the wedding the couple will go to Washington, D. C., where Mr. Evans will become Washington correspondent of the Star-Telegram.

Miss Angela Reynolds Stoms, former assistant society editor of the St. Paul Daily News, who made a tramp tour of Europe for her paper, and William J. Towle, Jr., will be married Oct. 27.

Miss Marion Joyce, a member of the editorial staff of a Quincy, Mass., newspaper, and Paul Winsor, Jr., of Weston, were married at Trinity Church, Boston, last week.

NEWS ASSOCIATIONS AND SYNDICATES

MINNOTT SAUNDERS, of the Berlin staff of the International News Service, has been sent to Moscow to relieve Jack Spivack, who is returning to the United States.

Peggy Wells, late with the Cosmopolitan Newspaper Service, New York, and the Washington Post, has gone to the St. Paul Daily News as feature writer.

Joseph Jones, assistant foreign editor of the United Press Associations, has returned to the New York office following a vacation spent at West Plain, Mo.

Charles E. Kloeber for the last year Associated Press correspondent at Constantinople has returned to Vienna as correspondent for the A. P.

Edward McKernon, superintendent of the Eastern Division of the Associated Press, spent several days of this week in Boston on business.

The Bogota La Republica, of Bogota Colombia, S. A., has been elected to membership in the Associated Press.

Harry Franz, who has spent the summer vacationing at Yellowstone National Park, has returned to Washington, D. C. where he is representing the foreign de-

"We Need Suitable Copy"

Thus writes the advertising manager of the Council Bluffs Nonpareil. This paper has been running a "go-to-church" page each Saturday evening, and desires material to interest readers in the page.

Church Advertisements, Series No. 4—twenty-five ads, issued by the Church Advertising Department, fills the bill exactly. This material is designed to interest persons who seldom or never go to church. It endeavors to "sell" them the idea that the churches really do need their support—and they need the church.

Would you like to see proofs? The price for exclusive use in your town is very small.

Proofs on request to Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A.A.C.W.

artment of the United Press Associa-ions.

M. M. Oppegard, correspondent of the Associated Press in St. Paul, is motoring o Des Moines, Chicago and Milwaukee vith Mrs. Oppegard on his vacation.

W. R. Douglas has resigned his posi-ion as manager of the Harrisburg, Pa., ureau of the International News Service o accept a state appointment. He has een succeeded by W. B. Brown, who ad been assistant manager. Robert agen, a Boston newspaper man, takes Brown's place.

J. L. Kilgallen, chief of the New York ureau of the International News Ser-ice, has returned to New York, follow-ng several weeks spent in Oklahoma.

George R. Holmes, chief of the Inter-ational News Service staff in Washing-on, D. C., who has been in New York uring the past few weeks, has returned.

C. C. Burg, a Montana newspaper man, as joined the San Francisco staff of the nternational News Service.

Robert Thornburgh, member of the nternational News Service, this week ompleted his final vacation trip of the eason, relieving J. R. Connor of the Des Moines bureau. Thornburgh has een absent from Washington four nonths taking vacation reliefs.

Carl D. Groat, Berlin correspondent of ne United Press, is daddy to a fine aughter, Barbara. Groat intended nam-ng the new arrival "Bobby" in honor f his friend, R. J. Bender, general news nanager of the United News.

Earl Johnson, United Press correspon-ent at Columbus, O., accompanied by Irs. Johnson, is spending his vacation vith relatives at Winfield, Kan.

IN THE AGENCY FIELD

ROBERT A. BURNS, formerly sales and advertising manager of the Valter M. Lowney Company, Boston, and so promotion manager of the Hood ubber Company of Watertown, Mass., as joined the eastern staff of Dorrance, ullivan & Company, and will be located their Boston office, 31 Milk street.

Austin E. McNeill has joined Emil risacher and Staff, San Francisco, as ief of the publicity department. Mr. cNeill was for several years assistant unday editor of the San Francisco Ex-iner.

Chester Parish and Miss M. Stadt-nder have joined H. H. Hull & Com-ny, Inc., New York. Mr. Parish was rmerly a director and vice-president of e Andrew Cone General Agency, and iss Stadtlander was also with the same ency.

Grafton B. Perkins, vice-president of ewitt, Gannon & Co., Inc., New York vertising agency, has been promoted the rank of Colonel in the Officers Re-rve Corps, United States Army.

Homer B. Payne has joined the staff the Glen Buck Company, Chicago, in arge of contact.

W. G. Abel, for several years in charge the Eastern office of the Grain owers' Guide, Winnipeg, and a former vertising agency executive, has re-ntly joined the staff of Smith, Denne & ore, Ltd., advertising agents, Toronto.

W. E. Bryan, formerly manager of the io Advertising Agency, is now ad-tising manager of the Akron Press.

. "Tommy" Lyons, national adver-ng manager of the Baltimore (Md.) n, will speak before a combined meet-of the Advertising Club and the wanis Club at Pittsburgh, Oct. 23, on etail Advertising." On Nov. 1 he l speak before the Poor Richard Club Philadelphia on "How Newspapers , Co-operate With Their Advertis-

The Carl W. Art Advertising Agency Spokane, Wash., has enlarged its l by the addition of a sales service de-tment and a window display depart-t. Lee R. Double, formerly connected n R. L. Polk & Co. at Seattle, is the nager of the new sales department. ert W. Klatt has joined the firm to manage the window display department.

Philip E. Erhorn, formerly sales and advertising manager for the C. A. Gambrill Manufacturing Company of Baltimore, has left that concern and joined the forces of George Batten Company, New York.

G. W. Brogan, advertising manager for Black & Decker, will leave that concern and will start an agency of his own on Jan. 1, next.

W. Austin Campbell, advertising counsel, has become affiliated with the firm of Hammell, Sutphen & Forker of Los Angeles, Cal., as a member of the staff.

E. Wesley Hevner, for five years advertising service director of the Chilton Publications, and formerly advertising and sales manager for Wm. H. Hoskins Co., Philadelphia, has joined the staff of Donovan-Armstrong, Philadelphia advertising agency.

Seymour Soule, formerly with George Batten Company, Inc., and Columbia Graphophone Company, has joined the Joseph Richards Company, Inc., New York, as an assistant account executive.

Allan T. McKay, formerly with the Patterson-Andress Company, Inc., and the Blackman Company, Inc., has joined the Joseph Richards Company, Inc., New York, as an assistant account executive.

E. L. Triffit, for some time with the advertising department of the Rex Manufacturing Company of Connersville, Ind., has joined the staff of Brooke, Smith & French, of Detroit.

CHANGES OF OWNERSHIP

THE Matherville (Ill.) News has been sold to Alfred Pitman of Evans, Ill. The News was a former Haggenjos string publication.

Harry Green of Decorah, Ia., has purchased an interest in the Ogden (Ia.) Reporter.

The Logan (Utah) Republican, a tri-weekly, has been acquired by J. C. Allen, its former business manager, and Edwin Bench, former printer, and may become a daily with independence in politics.

The Santa Ana (Cal.) News has been purchased by and consolidated with the Santa Ana Register.

The Winlock (Wash.) News has been sold by M. E. Meloy to M. Lyle Spencer, dean of journalism at the University of Washington, and Harold J. Dibb of Great Falls, Mont. Mr. Dibb will manage the paper.

F. S. Burrage, editor and publisher of the Laramie (Wyo.) Republican, has purchased the Laramie Boomerang, established by Bill Nye in 1881, and will merge the two papers under the name of the Laramie Republican and Boomerang.

The Deming (Wash.) Prospector, one of the pioneer weeklies of Washington, has been sold by L. A. Sullender to H. J. Strickfaden, publisher of the Maple Falls Leader, and A. S. Johnston. Mr. Sullender bought the Prospector from J. W. Kelly two years ago.

The Madison (Neb.) Star Mail, has been sold by Conley and Siletto to Dr. C. G. Barnes of Albion. Pell Barrow, former lieutenant-governor of Nebraska during the McKelvie administration, was the managing editor.

SUSPENSIONS

THE weekly edition of the Baraboo (Wis.) Republican has been discontinued by the Hood brothers, publishers, who state "there is no profit in a weekly paper at $1.50 per year."

The Charlestown (Mass.) Enterprise, a weekly, has suspended after 40 years of existence.

FRALICK & BATES Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES
New York .....154 Nassau St.
Chicago .....605 N. Michigan Ave.
Atlanta .....Candler Annex
Los Angeles .....Security Building

IOWA

A $8,500,000,000 FARM

The fertile soil of Iowa gives her first rank in value of farm property. Her farm crop of nearly $1,000,000,000 ranks her second among all states.

Iowa also leads in the production of cereals, which includes the largest corn and oat crops. Iowa ranks first also in livestock—with her horses, swine and poultry first and her cattle second.

Iowa has never known a crop failure—her farmers receive $1,000,000 a day from hogs alone. Iowa's egg crop is valued at $1,000,000 a week.

Iowa is a great potential market. Nowhere in the world are human wants more diversified—and with the means to supply them. Iowa offers an exceptional market for worthy merchandise, from every standpoint.

Advertising in these papers will convince you of the value of Iowa as a market for your goods.

		Circulation	Rate for 5,000 lines
*Burlington Gazette	(E)	11,388	.04
**Cedar Rapids Gazette	(E)	20,668	.06
**Council Bluffs Nonpareil	(E&S)	15,797	.05
**Davenport Democrat & Leader	(E)	14,801	.06
**Davenport Democrat & Leader	(S)	17,660	.06
††Davenport Times	(E)	24,447	.07
*Des Moines Capital	(E)	62,780	.14
*Des Moines Sunday Capital	(S)	28,769	.14
**Iowa City Press-Citizen	(E)	6,176	.035
††Keokuk Gate City	(E)	5,686	.03
††Mason City Globe Gazette	(E)	12,330	.04
*Muscatine Journal	(E)	8,022	.035
**Ottumwa Courier	(E)	13,045	.05
**Waterloo Evening Courier	(E)	16,636	.05

*A. B. C. Statement, April 1, 1923.
**A. B. C. Statement, Oct. 1, 1923.
††Government Statement, Oct. 1, 1923.

Detroit

Fourth
Largest
City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

Parents' Page

A Magnet for Home Circulation

Floyd Dell
Alma Binzel
Dr. John B. Watson
Dr. W. I. Thomas

and other prominent contributors.

Hol-Nord Feature Service
500 FIFTH AVENUE
NEW YORK CITY

140,000 Circulation

The Capital of the nation's largest newspaper, covering Virginia, West Virginia, and southern Maryland.

Over 50% more circulation than any other Washington Sunday paper.

Sunday Times-Herald

G. Logan Payne
Publisher and General Manager

National Advertising Representatives
G. LOGAN PAYNE COMPANY
Chicago, Detroit, St. Louis, Los Angeles

Payne, Burns & Smith
New York and Boston

NEW PUBLICATIONS

THE Tyler (Tex.) Printing and Calendar Company has been organized at Tyler with capital stock of $10,000. Incorporators are: P. E. Hixon, M. C. Hixon and C. J. Ellis.

The Elk Publishing Company has been organized at Oklahoma City, Okla., with capital stock of $25,000. Incorporators are: Robert C. Graham, S. H. Norman and Norman M. Vaughan.

The Perth Amboy (N. J.) Record, a weekly, made its first appearance on the streets of Perth Amboy, Oct. 5, with a 12-page edition. It will be published every Friday, and sold for five cents a copy. Samuel O. Sarokin is publisher, and Joseph H. Riseley, III, managing editor.

The Times Newspaper Co., Kittery, Me.; capital stock 1200 shares of no par value; directors, Ernest L. Guptil, Albert Hislop and John H. Bartlett all of Portsmouth, N. H.

A charter was issued this week to the Blue Ridge Herald, Inc., of Purcellville, Va. It is understood that the company plans to publish a weekly newspaper there. A. E. Lybolt is listed as president, and M. N. Lybolt secretary and treasurer. Other incorporators are O. L. Emerick, vice-president, and F. D. Paul. All are residents of Purcellville except Mr. Paul, who lives in Leesburg, Va.

The Florence (Ala.) Times, a new newspaper, recently made its first appearance at Florence, Ala., near Muscle Shoals. The paper is a daily. Its motto is "The People's Paper." Editorial and news features are attractively displayed.

The Chatham (Va.) Times is the name of a new weekly which will soon start publication at Chatham, Va. It will be edited by A. B. Clement, formerly editor of the Progress, the Riverside & Dan River Cotton Mill publication.

Westfield Press, Inc., Boston, Mass., capital $25,000; incorporators, Richard M. Saber, Boston; Helen P. Saber, Boston; Anna B. McHugh, Arlington.

The Lineville (Ala.) Headlight made its appearance during the last week in September. W. V. Pirkle, owner and editor, has associated with him in this enterprise P. B. Haralson, formerly of Anniston, an experienced and successful newspaper man.

William Ruud, former publisher of the Granite Falls (Minn.) Journal, which suspended publication about a year ago, has launched the News in the same field.

The Tuttle (N. D.) Times is a new publication, started by M. W. Hutchings, formerly of the Woodworth (N. D.) Rustler. The Tuttle Star was suspended some time ago.

Kelso, Wash., has a new paper, the Tribune, published by Dallam & Dallam.

J. H. Travelstead, well-known newspaper man of Texas, has established a weekly newspaper at Zephyr, in Brown County.

The Brockton (Mass.) Labor News, the official publication of the Brockton district shoe workers' union, made its initial appearance last week. John M. Leavitt, organizer for the union, is editor, and Thomas J. O'Brien, assistant organizer, is associate editor.

Warren, Pa., is to have a new evening daily, the Tribune, Dec. 1, published by the Warren Publishing Company, recently organized. The officers of the corporation are as follows: president, R. G. Chapel; vice-president, P. A. Davidson; treasurer, Dr. L. E. Chapman; secretary and business manager, Charles B. Hollinger.

NEW PLANTS AND EQUIPMENT

S. C. MORTON, publisher of the St. Helens (Ore.) Mist, has moved his newspaper into a permanent two-story home erected at a cost of $10,000.

The new Duplex press of the Scranton (Pa.) Dispatch will be used for the first time in publishing the edition of Oct. 28. The Dispatch has been busy for several weeks rearranging its mechanical department. Its business offices have been moved to another floor of the Dispatch building.

ASSOCIATIONS

THE Portland, Ore., Women's Advertising Club devoted its meeting Oct. 5 to a discussion of the American ideal home and the means for protecting it from the evils which are prone to assail it. The meeting was presided over by Mrs. Ralph Harris, president of the club.

The Associated Business Papers, Inc., announces the admission to membership of Building Materials, Detroit, Mich.

The Portland, Ore., Woman's Press Club has added to the attractiveness of its new year book, just off the press, by the insertion of quotations from Oregon writers.

Twenty dancing girls helped members of the Oakland, Cal., Press Club forget their daily grind at their semi-annual gathering Oct. 13.

The Press Club of San Francisco gave a party at its lately redecorated quarters, Oct. 13.

The California Typothetae at its annual election, Oct 13, named the following officers for the coming year: president, J. F. Hancock, San Francisco; first vice president, Major Whittingham, Los Angeles; second vice president, A. V. Bullock, Sacramento; secretary-treasurer, Henry M. Hastings, Oakland.

The annual meeting of the California Press Association was held in Oakland, Oct. 12, 13. Two hundred editors attended. The first session was opened by Governor Richardson, for twenty years executive head of the organization.

Harry L. Gage, assistant director of typography for the makers of the Linotype, and a recognized authority on typography, will speak Oct. 23, at a noonday luncheon of the Brooklyn Advertising Clubs on "Human Interest In Type."

Forty-four members of the Tri-city Women's Press Club attended the meeting at the New Harper, Rock Island, Ill., Oct. 10, and heard an informal program of talks. Miss Laura Ade described her vacation in the Canadian Rockies.

Members of the Selected Town Weeklies of Ontario held their sixth annual meeting at the King Edward Hotel, Toronto, Oct. 12. David Williams, Collingwood Bulletin, president of the organization, presided. The association now has a membership of 46, embracing all the leading weeklies of the province. New officers elected were: president, J. W. Eedy, St. Mary's Journal-Argus; vice-president, W. R. Davies, Renfrew Mercury; secretary-treasurer, Geo. W. James, Bowmansville Statesman; directors: C. H. Hale, Orilla Packet; David Williams, Collingwood Bulletin; J. C. Templin, Fergus News-Record; A. R. Alloway, Trenton Courier-News; H. P. Moore, Acton Free Press; H. J. Johnston, Tillsonburg News.

The second meeting of the Scranton (Pa.) Times Twenty-five-Year Club, composed of men identified with the Times for a quarter of a century, was held recently with three new members being added to the roll. At the same time new officers were elected. John D. Keator, managing editor, is the new president. The dinner was held on the 28th anniversary of the ownership of the Times by E. J. Lynett, the present editor and publisher.

The Special Libraries Association of Boston were the guests of the Boston (Mass.) Globe, at a dinner in Boston, last week, when the association observed newspaper night, discussing newspaper libraries and newspaper subjects. Papers were read by William Alcott of the Boston Globe on "The Newspaper Library"; by Frederick Berry of the Christian Science Monitor on "Newspaper Indexes"; by Amos Weston, also of the Monitor, on "Treatment of Newspapers for Preservation," and by Frank E. Chase of the Boston Public Library on "Newspaper Collections in Libraries of Greater Boston."

The Scranton, Pa., Advertising Club has decided to get behind a movement to furnish Scranton with a better zoo. The club is also getting ready to back the coming drive in Scranton, Pa., for the benefit of the Community Chest which finances worthy charities in the anthracite coal field metropolis.

The annual dinner which the Baltimore Advertising Club has given for the last five years to Jack Dunn's "Oriole" baseball club, pennant winners in the International League, was held Oct. 18.

The women's division of the Town Criers Club of St. Paul held its first meeting of the season Oct. 2. Meetings are to be held hereafter every alternate Tuesday. These officers were elected: Edna Chapin, president; Florence Rowles, vice-president; Muriel Williams, secretary; Mary Sharpe, treasurer; Della Novotny, chairman of entertainment; Irma Read, chairman of program; Helen Berg, chairman of membership; Mrs. W. C. Harms, chairman of publicity.

The Edward Bok advertising awards were endorsed by the Advertising Club of St. Louis in resolutions adopted at its annual meeting at Hotel Statler Oct. 9.

The Western North Carolina Weekly Publishers Association held a meeting at Albemarle, N. C., the past week, discussing matters pertaining to business. They were given a banquet by the Lions Club, at which W. L. Mann was toastmaster and J. F. Hurley of the Salisbury Post made the principal address.

Former Governor Henry J. Allen of Kansas has tentatively accepted an invitation to deliver an address at the mid-winter meeting of the North Carolina Press Association, which will be held in Pinehurst in January, it was announced at the meeting of the executive committee of the association held at Salisbury, N. C., the past week.

The faculty of the advertising course sponsored by the Adcraft Club of Detroit consists of Charles W. Mears, dean of the Cleveland School of Advertising; Richard C. Fowler, vice-president of the Campbell-Trump Company, Cliff Knobl of Brooke, Smith & French Company and Verne E. Burnett, advertising manager of the Cadillac Motor Car Company.

SPECIAL EDITIONS

RENFREW (ONT.) MERCURY, 30-page illustrated Souvenir edition, Sept. 14, in connection with the Renfrew 1923 Centennial and Old Home Week.

Levang's Weekly, Lanesboro, Minn., Silver Jubilee edition, Sept. 20.

Bluffton (Ind.) Evening Banner, Fair Week edition, 24 pages, Sept. 21.

Muskogee (Okla.) Times-Democrat, 60-page State Fair edition, Oct. 1, with feature pictures of fair grounds and exhibits.

Miami (Fla.) News, October Special Sales Day edition, Sept. 26.

Stamford (Conn.) Advocate, 40-page Fall Fashions edition, Sept. 28.

Buffalo (N. Y.) Courier, Nash Motor Company 20-page supplement, Sept. and 20-page Chevrolet Motor Company supplement, Sept. 23.

The Faribault (Minn.) Daily Republican "Open House" number, of pages, Oct. 1.

Waverly (Ia.) Democrat, special agricultural edition of 44 pages, filled with information regarding the farm bureau and its activities.

Sidney (Neb.) Enterprise, Cheyenne County Harvest Festival edition, pages.

Kearney (Neb.) Hub, a fiftieth anniversary edition, 34 pages.

Clark (S. D.) Pilot-Review, fortieth third anniversary edition, featuring county fair, 12 pages of business announcements.

The Concord (N. C.) Tribune and Times, a 52-page fair and industrial edition.

The Gonzales (Tex.) Inquirer, a 4 page birthday edition celebrating seventieth anniversary.

The St. Cloud (Minn.) Daily Times 56-page edition, Oct. 6, boosting the city and county.

ON THE MECHANICAL SIDE

MRS. Dora Cavan, unofficial "mother" of the composing room of the Cleveland (O.) Plain Dealer, was retired on a pension by that paper, Sept. 24, her 69th birthday. For years Mrs. Cavan was a copyholder in the proofroom.

Orval Fish, for the past five years foreman of the composing room of the Hoopeston (Ills.) Chronicle-Herald, has resigned his position and expects to spend the winter in California. He has been succeeded by Ben Richter, formerly of the Illinois Printing Company, Danville, Ill.

George Ferris, of the Ferris-Fowler Company, Detroit, was elected president of the Detroit Typothetæ-Franklin Association, at the meeting held last week. Other officers elected were: John Bourgeois, General Printing Company, first vice-president; Ralph Hines, Speaker-Hines Printing Company, second vice-president; Harry Brookes, A. W. Brookes Company, treasurer; and Charles F. Backus, Richmond & Backus Company, executive councilman.

Cecil Jumper, formerly a linotype operator at Rockdale, Texas, and later connected with the Elgin (Tex.) Courier, has become publisher of the Frost (Tex.) Star.

J. S. Smoyer has taken charge of the job department of the Lakeland Star-Telegram. He hails from New York.

James C. Murphy, in charge of the proofroom of the Boston American, and Mrs. Murphy, recently celebrated their silver wedding, entertaining numerous friends.

W. Charles Manson, for the past 20 years employed in the composing room of the Boston Globe, has severed his connections with that paper to become general manager of the Commercial Bulletin, a financial publication of Boston.

Adam Schmid, veteran printer of the Saginaw (Mich.) News Courier was the guest of honor at a jubilee celebration given by his fellow employees on the paper Oct. 9, on the occasion of his golden wedding anniversary. More than 200 guests attended the party. One of the features of the occasion was the printed program which carried a reproduction of the first page of the Saginaw Courier of 1873, and also of the first page of the Oct. 9, edition.

SCHOOLS OF JOURNALISM

EARLY autumn registration this year at the University of Missouri School of Journalism indicates that the enrollment will exceed that of any previous year. Registration of students in professional journalism courses exceeds 300, excluding students enrolled in academic courses preparatory to professional courses.

A printing plant which includes a $6,000 press has been installed at the Washington State Agricultural College, Pullman, Wash.

Denver's junior high schools now provide courses in journalism and commercial art. The classes are addressed by Denver newspaper folk and the pupils are given opportunity to do newspaper work on the school papers or on the staff of the Junior News issued by The Rocky Mountain News and Denver Times.

Such success has been met by the new course on contemporary thought at the Medill School of Journalism of Northwestern University that registration has been closed and visitors barred because of lack of accommodations. The first speaker in this course was Prof. W. Lee Lewis, the discoverer of "Lewisite," the poison gas. Prof. F. R. Moulton, distinguished astronomer connected with the University of Chicago, was the second lecturer.

F. W. Beckman, past honorary president of Sigma Delta Chi and head of the department of journalism at Iowa State College, has been a recent visitor in Oregon.

Illinois Wesleyan College, Bloomington, Ill., this year added a class in news writing to its curriculum and 20 are taking the work under Miss Wold. Chicago daily papers are basis of study and the class publishes the college paper, The Argus.

Eunice Rydman of Portland was awarded the silver loving cup offered by Sigma Delta Chi, national journalistic fraternity, to the best industrial news writer at the Oregon Agricultural College.

Invitations to the editors of Kansas to be guests of the University of Kansas K. S. A. C. game Oct. 27, have been mailed by the university. At the same time, L. N. Flint, head of the department of journalism, co-operating with officers of the Kansas Editorial Association, urged editors to come a day early for a series of roundtable discussions on newspaper problems.

To meet a popular demand by students of Massachusetts Institute of Technology, an optional course in journalism has been started at that institution. It will be given under the direction of Penfield Roberts, of the English department.

Re-organization of the Press Club at the University of Vermont is going forward at the present time. W. H. Crockett, editor of publications at the University, is in charge of the club's program, which includes the sending of items of personal interest each week to the state papers concerning the personalities and events at the University.

John Farrar, editor of the Bookman, and Maxwell Aley, fiction editor of the Woman's Home Companion, have been appointed to the faculty of the Department of Journalism at New York University.

John H. Casey, formerly of the Nashville (Tenn.) Tennessean, the Japan Advertiser and the Des Moines (Ia.) Register, has joined the teaching staff of the School of Journalism, University of Missouri. He will teach the Agricultural Press, the Country Weekly and allied courses. He recently returned from a trip around the world.

Miss Eleanor Ball, daughter of W. W. Ball, until recently editor of The State, Columbia, S. C., now dean of journalism in the University of South Carolina, has enrolled as a student in the Pulitzer school of journalism, Columbia University. Miss Ball is a graduate of the University of South Carolina, and has been for the last year a reporter, first on the Laurens (S. C.) Advertiser and more recently on the Spartanburg (S. C.) Journal.

Miss Mildred Harrington, of Aberdeen, N. C., now studying journalism in Columbia University, won the first prize of $100 in short story contest conducted by the Raleigh (N. C.) News and Observer.

Thirty students enrolled for the full four-year course in journalism at the University of North Dakota at Grand Forks during the registration days just passed. This is the first year students have been allowed to register for the newly authorized course.

Members of the senior advertising class of the Georgia Tech School of Commerce, Oct. 10, were given a practical demonstration in newspaper team work, with the manufacture of a photographic plate in the engraving room of The Atlanta Georgian as the example. The class watched the process of photography in the dark room of The Georgian art department, after the staff photographer had taken a photograph of the group of members.

Newsstand Man Gets Injunction

A temporary injunction restraining the City of Detroit and the Board of Public Works from removing a newsstand at Jefferson and Woodward avenues was granted by Judge Theodore J. Richter at the request of Morris Freedman. Freedman, claiming a permit from Joseph H. Martin, former Commissioner of Public Works, states in his petition that the Common Council has since ordered the removal of his stand, but that no action had been taken on similar newsstands at other downtown locations.

92.1%
NATIVE WHITES

Indiana, eleventh in point of population with nearly 3,000,000 men, women and children, has the highest percentage of native whites in the country.

Indiana is thoroughbred American. About 50.5% live in cities and towns of more than 2,500 inhabitants. The number of cities with this population is 93.

Indiana is wealthy. Its manufactured products are worth over $1,900,000,000. Its farm crops add $500,000,000 to the revenue of the farmers. The state now has one automobile to every 7.31 persons.

Tell your message to these thoroughbred Americans of Indiana. This state is an unusually attractive and productive territory for every national advertiser.

It would be an excellent idea if the National Advertiser would insist upon learning more about Indiana. The following newspapers are good ones to consult for more facts.

		Circulation	Rate for 5,000 lines
††Decatur Democrat	(E)	3,186	.025
**Evansville Courier	(M)	26,864	.08
**Evansville Courier	(S)	33,343	.08
*Fort Wayne Journal-Gazette	(M)	26,279	.07
*Fort Wayne Journal-Gazette	(S)	31,008	.07
**Fort Wayne News-Sentinel	(E)	39,165	.09
**Gary Evening Post-Tribune	(E)	11,292	.05
**Indianapolis News	(E)	127,361	.23
**Lafayette Journal & Courier	(M) 7,415 (E) 12,360	19,975	.06
††La Porte Herald	(E)	4,124	.025
†Newcastle Courier	(E)	4,338	.025
†South Bend News-Times	(M) 10,342 (E) 11,263	21,605	.06
*South Bend News-Times	(S)	20,174	.06
**South Bend Tribune	(S) 18,909 (E)	20,293	.06
*Terre Haute Tribune	(E&S)	24,442	.06

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

Your New Building Should Pay Its Way

A building that assures *faster production* at *lower unit costs* is self-amortizing—it *pays its own way.* To obtain this quality in a newspaper plant requires the study of several often overlooked problems that are outside the field of the architect. This organization knows those problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production Operation

120 West 42nd St. New York

NEA NEA

News Feature Stories with Art Are Furnished Daily with—

NEA FULL SERVICE

Write or wire collect FOR SAMPLES AND RATES.

NEA SERVICE INC. 1200 W. 3RD STREET CLEVELAND, OHIO. NEA

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

New Haven Register
is New Haven's Dominant Paper
Circulation over 37,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit—Chicago

To sell FURNITURE
for the 2,000,000 homes in the New York market use the evening paper that is pre-eminently
FIRST in FURNITURE advertising
NEW YORK EVENING JOURNAL

TIPS TO AD MANAGERS

Aiken-Kynett Company, 1328 Walnut street, Philadelphia. Placing orders with newspapers in a few selected sections for Sikes Company, "Sikes Chairs," Philadelphia.

Alexander Advertising Agency, 1482 Broadway, New York. Using 42 lines, 12 times for the Mantle Lamp Company.

F. Wallis Armstrong Company, Armstrong Building, Philadelphia. Renewing newspaper contracts for the Victor Talking Machine Company, Camden, N. J.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing orders with newspapers for A. W. Faber, Pencils, Newark, N. J.; also placing copy with newspapers on contracts of Joseph Tetley & Company, "Tetley's Tea," New York. Using 11 inches, 14 times and 30 inches, 4 times for the Association of American Importers of Spanish Green Olives.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Making 1,400-line contracts for the Kellogg Products Company.

George Batten Company, 383 Madison avenue, New York. Placing orders with newspapers in selected sections for Harvard Economic Service, Cambridge.

Bellamy-Neff Company, 127 North Dearborn street, Chicago. Placing orders with some Pennsylvania newspapers for the American Bond & Mortgage Company, Chicago.

Blackett & Sample, 58 East Washington street, Chicago. Placing orders with newspapers in various sections for Van Ess Laboratories, Inc., Liquid Scalp Massage, Chicago.

Blackman Company, Inc., 120 West 42nd street, New York. Making 10,000-line contracts for the Proctor & Gamble Company.

Blaine-Thompson Company, Fourth Nat. Bank Bldg., Cincinnati, Ohio. Making yearly contracts for the Keller Laboratory.

Brandt Advertising Company, 5 South Dearborn street, Chicago. Now handling account of George Ehrat & Company, Cheese, Chicago.

Derby Brown, Inc., 280 Madison avenue, New York. Now handling account of Kazbek Perfume, Jersey City.

Calkins & Holden, 247 Park avenue, New York. Reported will probably make up list of newspapers, etc., for New Jersey Zinc Company, New York.

Campbell-Moss-Johnson, Inc., 21 East 40th street, New York. Will place the advertising accounts formerly placed by Campbell-Moss, Inc., New York and the George W. Ford Company, Atlanta, Ga., and New York.

C. C. Carr Advertising Agency, St. Petersburg, Fla., and 141 West 36th street, New York. Placing orders with newspapers generally for St. Petersburg, Fla., Chamber of Commerce.

Cecil, Barret & Cecil, 12th & Bank streets, Richmond, Va. Making 5,000-line contracts for the Nunnally Company, Atlanta, Ga.

Chatham Advertising Agency, 3 West 29th street, New York. Placing orders with newspapers generally for Wimelbacher & Rice, "Wear Right Gloves," New York.

Churchill-Hall, Inc., 50 Union Square, New York. Making 3,000-line contracts for the Gorton Pew Fisheries Company.

Collins-Kirk, Inc., 750 North Michigan avenue, Chicago. Making 1000-line contracts for the Birtman Electric Company.

W. P. Colton Company, 165 Broadway, New York. Placing orders with some newspapers in New England and Pennsylvania for the Clyde S. S. Company, Pier 36, North River, New York.

D'Arcy Advertising Agency, International Life Insurance Bldg., St. Louis. Making 5,180-line contracts for the Ralston Purina Company.

Dorrance, Sullivan & Company, 130 West 42nd street, New York. Placing orders for full pages for the Studebaker Corporation of America, in Sunday and daily newspapers in more than 600 cities, entitled "Studebaker Comments on Four-Wheel Brakes."

W. B. Finney Advertising Company, Firestone Building, Kansas City. Placing 45 lines 24 times for the Leavengood Drug Company; now handling account of Ennis Hanly Blackburn Coffee Company "Golden Wedding Coffee," Kansas City, Mo.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 2500-line contracts for E. Lawrence & Company.

Fuller & Smith, 1501 Euclid avenue, Cleveland. Reported will make up list of newspapers for Gainaday Electric Company, Washing Machines, etc., Pittsburgh.

Gray Advertising Company, Inc., Gray Building, Kansas City. Placing 72 lines 24 times for M. B. Smith-Rebild; placing 28 lines 24 times for the Florence Laboratories.

Green, Fulton, Cunningham Company, Free Press Bldg., Detroit. Making 2,800-line contracts for the Nash Motor Company.

Guardian Advertising Corporation, 511 5th avenue, New York. Making yearly contracts for the International Consolidated Chemical Company.

Guenther-Bradford & Company, 7 South Dearborn street, Chicago. Making 1000-line contracts for Stransky.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Making yearly contracts for S. S. Kresge Company, and Famous Players-Lasky Corporation.

Harvey Advertising Agency, 304 Walton Building, Atlanta. Placing orders with some Pennsylvania and Ohio newspapers for the Creomulsion Company, Medical, Atlanta.

Wylie B. Jones Agency, 107 Chenango street, Binghamton, N. Y. Making 2,800-line contracts for S. C. Wells. Making 3000-line contracts for Woodward Products Company. Again renewing newspaper contracts for S. C. Wells Company "Musterine," "Celery King," etc., Le Roy, N. Y. Placing copy with Sunday papers for six months for Othine (Freckles).

Willis Sharpe, Kilmer & Company, "Swamp Root," Binghamton, N. Y. Placing copy with newspapers on contracts.

John S. King Company, Newman-Sterne Bldg., Cleveland, Ohio. Making up list of newspapers for The Postergraph Company, Cleveland, Ohio.

Lay Company, 15 West 37th street, New York. Now handling account of the Margua Manufacturing Company, Inc., "Twills Nut Wafers," New York.

Lord & Thomas, 366 Madison avenue, New York. Making yearly contracts for the Sun Ray Products Company.

Lord & Thomas, 366 Madison avenue, New York. Making 5000-line contracts for the Tyrrell Hygienic Institute.

Lord & Thomas, Wrigley Bldg., Chicago. Making 5,000-line contracts for the Pepsodent Company.

McJunkin Advertising Company, 5 South Wabash avenue, New York. Reported planning a newspaper campaign for the Schulte Optical Company, New York and Chicago.

Robert M. McMullen Company, 522 5th avenue, New York. Making yearly contracts for the Products of the Standard Milling Company.

Moss-Chase Company, 525 Franklin street, Buffalo. Placing orders with some New York newspapers for Excelso Specialty Works, Water Heaters, Buffalo.

John F. Murray Advertising Agency, 598 Madison avenue, New York. Making 1000-inch contracts for Wyeth Chemical Company—Jade Salts Company & Allied Interests.

P. F. O'Keefe Advertising Agency, 45 Bromfield street, Boston. Now placing account of Heywood Bros., and Wakefield, Baby Carriages, Boston.

George Harrison Phelps, 110 Rowena street, Detroit. Making yearly contracts for Dodge Bros.

Picard & Company, 16 West 46th street, New York. Making 10,000-line contracts for the P. & Q. Shops.

Frank Presbrey Company, 247 Park avenue, New York. Now handling the following accounts: Louis Bossert & Sons, Inc., Ready Built Houses, Brooklyn; Janes & Kirtland, manufacturers The White House Line of Sectional Unit Steel Dressers and Henry Heide, Inc.; making yearly contracts for the Shredded Wheat Company.

Redfield Advertising Agency, 34 West 33rd street, New York. Placing account of H. T. Dewey & Sons, Grape Juice, etc., New York.

Ruthrauff & Ryan, 404 Fourth avenue, New York. Placing the following accounts Spencer Kellogg & Sons, "Kellogg's Tasteless Castor Oil," Buffalo and Royal Prescription Company, "Royal Digesto."

Frank Seaman Agency, 470 4th avenue, New York. Making yearly contracts for the Federal Phone & Telegraph Company.

Sehl Advertising Agency, City Hall Square Building, Chicago. Making yearly contracts for the Calumet Baking Powder Company.

Sheridan, Shawhan & Sheridan, 30 East 34th street, New York. Using 100 lines, twice a week for the Pacific Coast Borax Company.

Snodgrass & Gayness, 489 5th avenue, New York. Sending out 13-line orders for Wm. M. Crane Company.

Street & Finney, 171 Madison avenue, New York. Now placing account of the Thompson Wood Finishing Company, Philadelphia.

Thresher Service, 136 Liberty street, New York. Using magazines and newspapers for the Foreign Automotive Association. Conducting a test campaign in newspapers for the Molby Company.

J. Walter Thompson Company, 244 Madison avenue, New York. Making contracts with some Mid-West newspapers for Penick and Ford, "Brer Rabbit Molasses," New York. Making 1000-line contracts for the Massachusetts Baking Company.

Wortman, Corey & Potter, 230 Union Station Building, Utica. Reported will make up the 1924 schedule for the Mohawk Asbestos Slate Company, Shingles, Utica, during November.

United States Advertising Corporation, 1415 Madison avenue, New York. Placing orders with newspapers in various sections for the Champion Motor Car Company.

Six Point League Meets

The first meeting for the Fall of the Six Point League was held Oct. 9, at the Waldorf-Astoria. J. S. Finley, of Story, Brooks & Finley, and president of the league, presided. St. John Richards spoke on the field of the special representative. The date of the next meeting has not yet been decided upon.

Short Talks on Advertising

By Charles Austin Bates

A Weekly Syndicated Service for Daily Newspapers

Written with the idea of helping to accomplish four things:

(1) To convert to newspaper advertising the local merchant and manufacturer who do not now use it.

(2) To make better and stronger advertisers of those who are already in.

(3) To further educate the reading public in the reliability, truthfulness and economic value of advertising and the advantage of buying advertised merchandise.

(4) To insure from national advertisers the consideration newspapers should have in comparison with all other media.

Complete information on request.

CHARLES AUSTIN BATES
33 W. 42nd Street New York

OVER
64,000
LARGEST EVENING CIRCULATION IN IOWA
The Des Moines Capital

THE BOSTON AMERICAN
has the largest evening sale in New England.
It sells for 3c per copy—its competitors sell at 2c per copy.
BOSTON AMERICAN

in **WISCONSIN**
The Sunday Telegram has BY FAR the largest circulation of ANY Wisconsin newspaper. It is fast gaining the recognition of national advertisers who seek to capture this rich market.
INVESTIGATE!
Learn the truth of the latest audits, and you'll use the
Milwaukee Telegram
REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

The Indianapolis News is different

Because The News is first and last a newspaper it has become a great advertising medium. The latter is the result of the former.

The Indianapolis
NEWS

New Records

From nothing to 200,000 in seven months on Sunday—From 25,000 to 200,000 in eleven months Evenings. Watch for the next chapter.

DETROIT
Evening and Sunday
TIMES

EVENING HERALD
Los Angeles, Calif.
Gained 20,347 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in London.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

A CERTAIN small city in the north went crazy over programs filled with advertising of every sort of a dance and entertainment that was given. As a result the newspapers were not able to get their rightful share of advertising. Finally the two publishers got together and decided that they would donate the programs to the dances and entertainments if the merchants would agree to not patronize any more programs. The plan worked out very well. The two papers formed a fund and supplied programs, simple but neat affairs with no advertising on them, not even their own advertising, and at no cost to the organization giving the entertainment or dance. The final result was that the money that would have gone into these schemes went into the newspapers.—Russell Raymond Voorhees, General Delivery, Miami, Fla.

BOYS! GIRLS!
$100
GIVEN AWAY
A CHANCE TO MAKE SOME
CHRISTMAS MONEY!

"Christmas is about three months off and you'll need some spending money for gifts. We are giving prizes of $40, $30, $20 and $10 to school children securing most orders in cleaning and dyeing of every description, household and personal. Get your supply of contest cards at our store." Realizing the eagerness of boys and girls to earn extra money for Christmas, maybe you can find a soft spot for this idea among your wide-awake advertisers—not necessarily a cleaner and dyer. How about it?—George C. Marcley, Republican-Journal, Ogdensburg, N. Y.

A "Build This Winter" page is a striking idea that will receive great support from all quarters. There is usually little building in the winter because the average person does not believe it possible to construct a home with maximum economy. This is not the case. Labor can be secured with greater ease and without bonus payments. Material is readily available and usually at lower prices. All authorities on the subject are advocating the extension of winter building as the one sure cure for ills that now confront the industry, hence there should be no lack of advertising support on the part of contractors and supply men.—John Lewis Shissler, Cleveland Times.

With the hunting season open, a good story can be prepared about the game to be found in your state. Sporting goods stores will be anxious to place special advertisements calling attention to their supplies for hunters.—R. L. Lurie, Box 21, Grove Hall, Mass.

No need of letting fall induce a slump in automobile advertising. At least, the Springfield (Ill.) Daily News worked up a good double-truck of auto ads from accounts that otherwise might have fallen into an autumnal slumber. "Springfield Automobile Club—Service for Motorists—Joined Yet?" is the two-page "flag" the spread bears, indicating that the auto club furnished the backbone for the project. The club has a 66 inch membership recruiting ad in the center reciting the advantages of membership in the organization. Tire, car, battery and repair men fill the two pages.—Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

A clever stunt is being used to link up a highway with city advertisers through special one-page ads. Firms in the association honor cards with a 10 per cent discount on all purchases. A month period is designated. The cards are sold by the highway association for $1 apiece. As many of the larger stores are members, a card buyer in a single instance saves the card cost. It has meant to local papers many an additional ad page. Quite a number of purchasers are backing the idea, finding that it saves them money through the discount offered.—L. J. Jellison, Times Journal, Dubuque, Iowa.

The Cleveland Plain-Dealer is running an extended series of co-operative full page ads on "Gas Appliances and Their Proper Use" that can be duplicated in practically any city. The gas company editorializes in a 36-inch ad at the top center of the page on phases of the right use of gas, urging the right sort of appliances. Dealers in gas stoves, ranges, water heaters and furnaces equipped to burn gas fill the page. Fall is the ideal time to put such a series of page ads across.—Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

Have you ever pressed the advantage on merchants, etc., of your classified columns as a medium for disposing of used business equipment? Nearly every firm has some used business equipment it no longer needs. By following up this point, a Kentucky newspaper has developed it into a regular run.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Some time or other, every community has a Boy Scout movement, either to raise funds for local troops or for the purpose of organizing new troops. A page under the caption "WE'RE BACKING BOY SCOUTS" could be sold co-operatively with little trouble. Few merchants would refuse to buy space on a page that boosted such a worthy movement.—George C. Marcley, Republican-Journal, Ogdensburg, N. Y.

A middle western daily newspaper used a novel method of combining circulation and advertising promotion. A line of classified advertising was donated for each month of a subscription. Advertisers who were not regular subscribers took advantage of getting their advertisement free, and some subscribers learned for the first time the value of advertisements through this means who would never have spent money for this purpose before.—David Resnick, St. Louis Times, St. Louis, Mo.

What's worth while having is worth while waiting for. Do you clip advertisements from other newspapers, send them, together with circular letters or folders, to the advertiser, telling him how much it will cost to insert the ads in your paper? If you do, and let it go at that, you know that the results are not extraordinarily encouraging. What's worth while having usually is more worth while going after. Clip the advertisement and enclose it with a personal, individual, letter. But don't stop at that. Rewrite the advertisement, or rearrange it, to give it better appeal and effect, and recommend to the advertiser a trial of your paper with the improved copy, sending the latter with the original and your letter. If that doesn't get immediate results, send a representative around to use follow-up persuasion.—John H. A. Kelly, 223 East Oak street, Norristown, Pa.

CIRCULATION GROWTH
DURING 1923
will be an important factor in obtaining advertising for 1924. The Hollister plan will bring you the same amazing increases in circulation as it has lately brought to such papers as The Memphis Commercial Appeal, The Atlanta Journal, The Dallas Morning News, The Indianapolis News, The Washington Post. Favorable dates are available for immediate campaigns.

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY
They are best covered by the
Topeka
Daily Capital
TOPEKA, KANSAS
Only Kansas Daily with a General Kansas Circulation
Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.
Supplies market data—does survey work—gives real co-operation.

Arthur Capper
PUBLISHER
MEMBER A. B. C.—A. N. P. A.

Can Your Mail List Costs Be Cut?

FROM $250 to $500 a year can be saved by publications with daily mail lists of as low as 2,000 subscribers by eliminating the "unnecessary costs" of handling the mail list and addressing publications.

Have you any "unnecessary costs"? What are they? How much do they amount to? Our Mail List Cost Sheet will enable you to answer those questions. Send for it today. It's FREE.

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
617-625 WASHINGTON BLVD.
CHICAGO

The
Syracuse Herald
SYRACUSE, N. Y.

Is first in Syracuse leading the second paper by 2,158,316 lines for total advertising for 1922.
First in total; local; national lineages.

Special Representatives
PRUDDEN, KING & PRUDDEN, Inc.
200 Fifth Ave. N. Y. City
Steger Bldg. Chicago, Ill.
Globe Bldg. Boston, Mass.

NEWSPAPER ADS BEST FOR UTILITIES

Cheapest and Most Direct Avenue to the Public, Gas Company Manager Tells Atlantic City Convention

"There is no royal road in public utility advertising, but you will find the advertising columns of your home-town newspaper the direct avenue to the minds of your customers," said Arthur W. Hawks, Jr., manager, publication and advertising department, Consolidated Gas, Electric Light and Power Company, Baltimore, Md., in the course of an address delivered in Atlantic City, October 17, before the American Gas Association.

Arthur W. Hawks, Jr.

With reference to the experience of his company and the desirability of newspaper advertising in preference to other forms, Mr. Hawks stated that "it pays better to advertise in newspapers and costs less than any other way we know." Explaining why nearly all of the Baltimore company's advertising is done in newspaper columns, Mr. Hawks said that it was for the reason that the company had found its "advertising dollars go further and bring back more than any other place we put them.

"If you use this newspaper space to tell your customers the truth about your company," continued Mr. Hawks, "to tell them in a way that will make them understand what you are doing for them day by day, that you understand what you have to do, why you have to do it, and how to do it, you will accomplish two things—you will make your service more valuable to your customer and your customer more valuable to your company.

"In Baltimore we have done a great deal of newspaper advertising; we believe in newspaper advertising. We count newspaper advertising space as a form of energy, so useful, so flexible and so cheap as to be almost in the class with the commodities we manufacture—gas and electricity. Not to make use of it would be to neglect an agency as useful to the utility as gas and electricity are to our customers. We are so convinced that it is doing so much for us that we are going to use more of it than ever.

"It may, perhaps, be useful to state to you the principles on which we have built a campaign of newspaper advertising that has been of longer duration, broader scope and more helpful to the Baltimore company than any other advertising it has done. We have called the advertisements the 'Good Public Service Series.'

"These advertisements constitute an illustrated tour of the company by its customers through the newspapers. Their dual purpose has been to make the service more valuable to the customer, and the customer more valuable to the company. They have appeared, at regular times, without interruption from April 9, 1922, to date.

"The phrase 'Is Your Service Good? If Not, Please Let Us Know' has been printed over 31,000,000 times in the Baltimore newspapers.

"Each advertisement has carried a single message concerning some important phase of the company's ability to serve its customers, and has been accompanied by a single invitation to the customer—an invitation to complain of any poor service condition.

"We plan to continue the series because we believe that we can still further improve our public relations and because we know that the information contained in the advertising is increasing efficiency.

"Good public service demands efficient production and efficient use. We must have the co-operation of our customers. The simplest way to get it is to deserve it and ask for it through newspaper advertising. Nobody will do it for you. Publicity is not automatic. The newspaper itself must advertise if it wishes to succeed, and the most successful newspapers are successful advertisers."

STOCK SCHEME EXPOSED

Kansas City Better Business Bureau Files Complaint

Through investigation conducted by the Better Business Bureau of Kansas City, one of the most questionable stock-selling schemes ever attempted here has been revealed.

Complaints charging M. W. Richman, manager, and J. L. Gordon, assistant manager of the S. A. Peabody & Co., with selling stock without a license, thus violating the Missouri security act, were signed by George M. Husser, secretary of the Better Business Bureau. It was estimated by Mr. Husser that the Peabody firm had taken in more than $10,000 in payment for alleged worthless stocks. The company also was in possession of a list of 500 names, which they termed the "sucker" list.

All business of the company was transacted by telephone. Investigation of the firm resulted when a prospective customer asked the Better Business Bureau for information as to the reliability of the stock.

Post Issues Mexican Edition

Celebrating the formal resumption of friendly relations between the United States and Mexico, the Houston (Tex.) Post printed a special 48-page Mexican edition under the date line of Mexico City, Oct. 11. Two thousand copies of the paper were distributed in the Mexican capital coincident with the arrival of a special "good-will" train from Houston carrying 100 prominent business men of that city.

BOOKS, ETC.

6c A WORD for advertisements under this classification. Cash with order.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

New York Letter
Short news-feature paragraphs; theater and book reviews; sports and fashions comment; quaint restaurants and places of interest; "like living in New York"; exclusive weekly mail service. 1½ columns, $5; sample "Letter" free. J. Cicott Cummings, 3440 Broadway, New York.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Colyums

DAILY CHIT CHAT
Standard Feature Service,
606 Eastern Ave., Janesville, Wis.

Comic Strips

FAMOUS FANS—in 3 col.; great stuff.
KIDDIE KAPERS—in 2 col.; real kids.
Columbia Newspaper Service, 799 B'way, N. Y.

Comics

KESSLER IN 2 OR 3 COL.
Direct, concentrated humor.
Metropolitan Newsp. Svs., 150 Nassau, N. Y.

Full Page Mats

EXPLOIT AND ADVENTURE PAGES.
They attract and continue to attract.
Metropolitan Newsp. Svs., 150 Nassau, N. Y.

Fiction

STORIES
Constance Edgerton
606 Eastern Ave., Janesville, Wis.

CIRCULATION BRINGERS
Famous Fiction of all lengths.
Service for Authors, 33 W. 42d St., New York.

THE THIRTEENTH GIRL
5,000 words
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Photo News Service

SEND US YOUR NEWS AND FEATURES
Pictures. We pay $3 and $5 for each accepted.
Kadel & Herbert,
153 East 42d St., New York City.

WE BUY NEWS AND FEATURE PHOTOS.
$3.00 and upwards paid.
Photonews Company, 142 W. 32d St., New York.

SUPPLIES & EQUIPMENT

For Newspaper Making

For Sale
34" Brown & Carver cutter, good condition, $130. Inquire Nowy Swiat, 24 Union Square, New York.

Wanted.
To purchase 16, 20, or 24 page Duplex, Hoe Simplex, or Goss press. Address, with full description and best price. The Times, Leavenworth, Kansas.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Newspaper Web Presses.
No. 401—Hoe Right-Angle Quad, 32 pp., with complete new stereo. equipment.
No. 396—Goss Straight-Line Quad, 32 pp.
No. 433—Scott 24-page, 3 deck press.
No. 454—Hoe 20-page single roll press.
No. 440—Goss 16-page press, two deck.
No. 66—Hoe 12-page single-roll press.
No. 428—Cottrell 8-page "U" press.
No. 427—Goss half-tone color web press.
No. 457—Campbell Multipress, flat-bed web.
No. 241—Cox Duplex flat-bed press (in Canada.)
For details address Baker Sales Co., 200 Fifth avenue, New York.

SEND TODAY

For list of Used Newspaper Presses taken in trade for Multi-Units.

Some Press there may suit you.

Walter Scott & Co.
PLAINFIELD, NEW JERSEY
CHICAGO 1441 Monadnock Block
NEW YORK 457 Broadway

N. Y. DAILY NEWS

HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First—Progress Always

We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET NEW YORK CITY

No. 7 Water Street Boston, Mass. — Tribune Building Chicago, Illinois

Cline-Westinghouse Double-Motor Drive with full automatic push button control.

USED BY THE
JACKSON PATRIOT
Jackson, Mich.

We refer you to them for their opinion.

QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO CHICAGO
CLINE WESTINGHOUSE

MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

GOSS SERVICE

Repair Parts for every Goss Press or Stereotype machine are carried in serially numbered stock bins at our Chicago Plant.

Orders are shipped immediately—including those received by the "man on watch" nights, Sundays and holidays.

This service has no parallel in the industry. How vital it is, our customers keenly appreciate.

The GOSS PRINTING PRESS CO.
1535 S. Paulina St. Chicago

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager.
Good appearance, hard worker, loyal; can sell. Present employer will recommend highly. Town of 10,000 or over and chance for future. Thoroughly experienced on classified; former manager crew promotion company. Immediately available. Address Box 486, Wilmington, Ohio.

Advertising or Business Manager
or both, now open for position. Age 35, married, best references, 15 years' experience. Four years with Marion Ohio Tribune. Address I. R. Van Aurmen, 700 8th St., Lorain, Ohio.

Advertising or Business Manager
open for immediate connection with a growing newspaper in medium size city. Thoroughly experienced in the exploitation of newspaper promotion. Can take entire charge of all publication details of six or seven day morning or evening newspaper and accomplish real results, with minimum of expenditure. Can manage pictorial and advertising end of a rotogravure supplement. Excellent references. Age 29, married. Would manage daily on a percentage basis or leasehold. Address C-666, Editor & Publisher.

Advertising Manager-Solicitor.
Thoroughly capable, energetic, 35, married, desires connection offering attractive future with Canadian or Northwest publisher seeking competent man to take full charge of foreign and local business. Prepare copy, lay-outs, promotional literature, solicit, advise, etc. First-class record. P. O. Box 393, Burlingame, California.

Advertising Representative.
Trained newspaper solicitor. Has sold trade paper, local retail, national and foreign language newspaper space. Well recommended. Willing to travel or work anywhere. Will start immediately. Write, Box C-678, care Editor & Publisher.

An American,
age 28, of potential promise, graduate University of London's Journalism Course, is timekeeping on Southern R.R. construction work getting "stake" to tide over job-hunting period in intended profession. Can demonstrate ability and furnish exceptional references. Need there be this "period"? East preferred. Address C-667, Editor & Publisher.

Circulation Manager
with 20 years' experience would like to make change. Understands circulation from A to Z. Steady and reliable. Address Box C-656, care Editor & Publisher.

Circulation Manager,
Who can make you proud of your next A.B.C. audit. Sixteen years' experience on dailies with circulations of from two to twenty thousand circulation. Excellent man in handling solicitors, carriers and doing promotion work. I am married, age 39, salary $40.00 per week. References on request. Address C-661, Editor & Publisher.

Circulation Manager
At present employed, at liberty about November 1st. Efficient and reliable. Capable of thoroughly organizing department, installing modern methods and increasing circulation at minimum cost. Best of recommendations and reasons for desiring a change. Eastern publication preferred. Address Box C-646, care Editor & Publisher.

Circulation Man Desires Change.
As Circulation Manager on paper in city of 50,000 or more; 26 years old; married and have been reared in circulation atmosphere serving from newsboy to circulation manager on Southern evening newspapers. Now City Circulation Manager on evening paper of 25,000 total circulation in town of 85,000 population. Well liked in present connection but seek advancement which can not be had in present organization. Reference given from past and present employers. Am an advocate of Independent Carriers for City and thoroughly acquainted with same by most rigid practical experience. Know the Country game also through practical experience. Must have full charge and will go anywhere. Write or wire, C-672, care Editor & Publisher.

Copy Reader
available for trial; seasoned, speedy, accurate, able to sit in slot; $60; would consider managing editorship in smaller city. C-679, care Editor & Publisher.

Copy Reader
and rewrite man, of fifteen years' general experience, seeks position in or near New York City. His experience includes music and theatres. He therefore could handle all copy for these departments. Address C-683, Editor & Publisher.

Desk Man.
Efficient, experienced; editor, copyreader; thorough, rapid, accurate. C-684, Editor & Publisher.

Experienced Classified Manager
desires to connect with a newspaper where ability and hard work will count. Know classified from all angles. 28 years old, college education, married. If your classified department needs new leadership, address Box C-675, Editor & Publisher.

SITUATIONS WANTED

Editor,
45, of ripe experience in news and editorial, seeks early connection with high-class publication; capable of handling delegated authority without presumption. Evening newspaper only. Strong credentials and can live up to them. Prefers N. Y. State or New England. Now engaged publicity work. Personal reasons for making change. Salary must be inviting. Address "Publicity," 507 Union Trust Building, Detroit, Mich.

Experienced Newspaper Manager or Superintendent
Wants position with high class daily; practical printer who has had experience in all branches of newspaper game; also experienced in buying and selling Machinery and other Equipment; would like to connect with large daily as Manager, Superintendent or buyer; employed at present, but wants change; prefer South but will go anywhere. Ad Box C-668, Editor & Publisher.

General Manager.
Trained executive qualified by years of practical experience in all departments, seeks opportunity as general manager of a daily paper. Develop advertising, build circulation, supervise editorial department, operate plant and business in general along economical and systematic lines. Highest credentials. Address C-680, Editor & Publisher.

Have Several Years' Experience
in classified advertising which with a university training, inherent ability, imagination, initiative and sound belief in the value of classified, I want to bring to a paper whose classified department can make use of these qualities. Address C-669, Editor & Publisher.

Managing, News, Telegraph Editorship
Back down South or Southwest. Capable newspaper executive who can bring to your organization both the energy of youth and the resourcefulness of twelve years' experience. A suggestion of mine has increased our circulation 4,000 in past two months. I do not have to change but I want to come back South and stay. Available on reasonable notice to present employers. Address Box C-650, care Editor & Publisher.

Managing Editor.
Mr. Publisher, there is at your disposal a newspaper man, 33 years old, now employed on a metropolitan paper in an executive capacity. This man wants a position as editor or managing editor of a paper in a smaller town where his 13 years of experience will help make **Your** paper the publication you have always wanted it to be. He will come to you for a reasonable salary and does not want more until he delivers the goods. A virile writer, a capable executive, a hard worker and a judge of news values he will give you more than money can buy—loyalty and co-operation. His reason for changing his abode is that he wants to be more than a cog in a machine—a factor in your community. Box C-687, Editor & Publisher.

Mr. Publisher:
You have heard frequently from applicants who have trick methods for increasing your circulation, but you know that the force that makes a newspaper is plain hard work. As managing editor of a daily in a city of 60,000, I have put the steam behind the staff and have seen the business grow in proportion to the energy we applied. And that energy has shown itself, so far as my department is concerned, in the truthfulness, thoroughness and clarity of our news. I am looking for a better position in a bigger field with more responsibility. I can offer you the recommendation of my present employer. I am not a brilliant writer. I cannot fit equally well into any position on a newspaper, but I have had the faculty as an executive to command the fullest loyalty of the staff and to develop its best talents. I am 33 years old and a university graduate. I should be glad to submit a list of papers on which I have worked and to discuss my qualification for a position you may have open or anticipate in the next few months. Address Box C-688, care Editor & Publisher.

News Writer.
Unexcelled feature and rewrite man. C-685, Editor & Publisher.

Reporter.
Eight years' experience in New York. At present on A. P. Formerly on The World. Desires out-of-town connection, preferably on small daily. Write, giving details of your offer to C-670, Editor & Publisher.

Situation Wanted.
Sport writer, desk man, reporter, etc., available. Can report in two weeks. Wishes to locate in Middle West, Iowa preferably but will consider any middle western job. State your best offer in reply. Best of references. C-676, Editor & Publisher.

SITUATIONS WANTED

Successful Business or General Manager
age 36, temporarily open for position due to sale of property, seeks connection with newspaper in city under 250,000 population, or will accept management of advertising department on large city paper. Knows every angle of newspaper business. Personal interviews solicited without obligation on the part of employers. Write or wire Box C-629, care Editor & Publisher.

Why Not Push Your Classified?
Get in touch with the Advertiser. He can come into your office, suggest methods, train your help, develop a lot of new business and it will not take over 8 weeks. 20 years' experience and know how. Especially good for the second or third paper, with circulation from 10,000 to 30,000. No commission. Stated charge for stated time. Wire or write for date, terms and references. Well known in newspaper work. William H. Yale, P. O. Box 1807, New Haven, Conn.

Young Journalist
recently returned from stay of year and a half in Europe is ready to take any real thing here or abroad. I am a college graduate and have worked on papers in this country, England, and in France, on both English and French dailies. I've got the ink-spot and the stuff. Give me the chance. C-677, Editor & Publisher.

Young Man,
with ten years' experience, wants a permanent job as city or managing editor. Will work without obligation until he can prove what he can do. Address Box C-641, care of Editor & Publisher.

Young Man,
27, two years' publishing experience, seeks opportunity in editorial direction. Salary modest. Writes well, understands mechanics of paper making; considers self in infancy of powers, therefore bound to develop into constructive force for organization employing him. Address Box C-665, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

A Circulation Building Organization
wants men to work as solicitors and qualify for promotion. "Floaters" need not apply, this is a permanent position to the right man. The Fred Cox Service, Suite 402, Post Office Building, Coatesville, Pa.

Advertising Solicitor and Copy Writer.
Young man of clean personal habits, experienced as newspaper advertising solicitor and copy writer. Must come well recommended. Reply in detail regarding experience, starting salary, etc. W. M. Fuller, Advertising Manager, Elkhart Truth, Elkhart, Indiana.

Advertising Solicitor.
To assist in developing business for a list of dailies represented in New York City. One who is, or has been connected with dailies of 10,000 to 25,000 circulation and who has had experience in securing national advertising from the newspaper end. Age 25-35. Give full particulars regarding experience and salary expected in first letter. C-686, Editor & Publisher.

A Morning Newspaper
in a city near New York City needs a live Circulation Manager of several years' experience, accustomed to the dealer method of distribution. Give full history and expected salary in first letter. Address Box C-630, care Editor & Publisher.

Circulation Manager.
Man with experience for city in Eastern Pennsylvania. Apply giving reference and experience to Box C-660, Editor & Publisher.

Circulation Manager
Who has ambitions to get ahead but who has reached the limits of possible promotion in present location. Must have had experience in hiring and training canvassers and willing to locate permanently in large cities anywhere between Pacific and Atlantic. Further expansion of already large circulation organization creating several desirable positions with earning possibilities ranging from $2,600 to $5,000 per year. Answer with full particulars regarding last ten years' experience, and references as to personal habits and character.
Ernest A. Scholz,
Circulation Director,
Butterick Publishing Company,
Butterick Bldg., New York City.

Do you want a fine weekly? Covers two booming Southern California towns. Going to semi-weekly soon and will be ripe for daily within a year. Making over $1,000 monthly net. Large oil development tributary. Price $35,000. Requires $20,000 cash. Proposition R. Q.

PALMER DeWITT & PALMER
Newspaper Properties
225 FIFTH AVE. NEW YORK
Pacific Coast Rep. M. C. Moore,
515 Canon Drive, Beverly Hills, Calif.

Unusual Opportunities
Daily & Weekly NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES
STUCK AND LEARNED while others roamed: advanced in ten strenuous years from beat to city desk, then managing editor's chair. Now only thirty, but rules a daily staff and writes "human" editorials. Big-fish-in-little-puddle idea irritates our No. 10676, who has outgrown his confines. Executive or writing at not under $3,000 will be attractive.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

HELP WANTED

Circulation Manager.
One who really knows how to do constructive circulation upbuilding and is not obsessed with premiums, contests and similar schemes. Special experience in the development of carriers desirable. Only a high class man of demonstrated ability will be considered. Evening paper, eastern city of 200,000. Address Box C-693, Editor & Publisher.

Leading Georgia Weekly
Wants young man of experience as reporter—local editor with proofreading and heading writing ability. Balance of time on circulation and foreign advertising. Promotion for the man who has initiative and will work diligently and intelligently. State salary and give references. Position open November 15th. Address The Dawson News, Dawson, Georgia.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Desirable Weeklies for Sale.
A desirable weekly is available in each of the following states: Connecticut, New Jersey, Pennsylvania, Florida, Tennessee, Missouri, Iowa, New Mexico and California. Some of these have job departments. They are all well established and earning handsome dividends on the price asked. J. B. Shale, Times Bldg., New York City.

Newspaper Wanted!
Newspaper man, whose record as a conservative, successful builder of business is well known to this organization, desires to secure newspaper outright or develop property on percentage basis with option of buying part or complete control. No brokerage fees expected since interest of this organization is in finding property where our promotion plans would be used to assist development. W. G. Bryan, President, The W. G. Bryan Organization, 25 W. 43rd St., New York City.

"Best fiction for newspaper purposes I have ever encountered."

John V. Brogan,
Managing Editor,
The San Antonio Light

Send for Samples.

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau St., NEW YORK CITY

"Cynical Sam"

A one column daily cartoon will be released

November 1

by

C.V. Newspaper Service, Inc.
350 Madison Avenue,
New York City

America's Best Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

THE NEW YORK BRONX HOME NEWS among others has ordered

"GO-GO"

our new Traffic Cop Strip

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

IT is a curious but indisputable fact that the general public is tremendously interested in a newspaper man and his life spent in the gathering and spreading of the world's news. This fact has been recognized and turned into coin by many short-story writers and novelists but it does not seem to have occurred to newspapers to tell their own interesting story. A series of articles dealing with the romantic aspects of our work would be an attractive feature in any newspaper.—David Sutherland, 11 Buccleuch street, Glasgow, Scotland.

If you can pierce his professional reserve, interview a physician in some hospital in your city and get some information on the people who undergo blood transfusion. Just the type of persons who pass the health examination, and are allowed to sell their blood, is interesting. In a college town I found that nearly every member of the football team was helping meet expenses by periodically giving blood at $25 a pint.—U. N. K.

Get a story from the bank cashiers about checks carelessly written that leave the maker virtually at the mercy of anyone into whose hands the checks come. They receive many, even in a single day, that could be easily raised. This article could be made of benefit to many readers, too, if cashiers' suggestions for safeguarding both signature and amount were included.—Regina Roth, 634 N. Jackson avenue, Joplin, Mo.

People like to have their names appear in print, but when they are misspelled, they make an enemy for the paper. We are trying to counteract that by fining each member of the staff 10 cents when he misspells a name. It's working out to perfection. Directories that were idle a few months ago now are put in use. Each member of the staff agreed to the regulation before it was put in force.—S. J. Corbett, The Times-Call, Racine, Wis.

Dan Gallagher and Joseph Humphreys of the Cleveland News passed a night in a haunted house near Ravenna, O., and the story of their experiences, as written by Gallagher, created such wide interest that 10,000 visited the place the following week-end, and the owner was forced to collect ten cents admission fee to pay for the damage done by souvenir hunters. The News followed Gallagher's story with an offer of prizes for the best ghost stories founded on actual experience, and received more than a hundred answers the next day. Nearly every town has a haunted house and nearly every inhabitant of that town has a favorite ghost story to tell. That gives nearly every enterprising feature writer a chance to shoot at Gallagher's mark for an interest compelling story, and nearly every paper the chance to reap rich rewards in circulation, as did the News.—Walter L. Winn, The Cleveland (O.) News.

Taxi drivers are thought by many to belong to a rough class of men. They are blamed for all sorts of things of which they are rarely guilty. An interview with some of them will reveal that they are human beings like other folks and that they get a unique slant on life as they observe it in their occupation.—L. C. Pratt, The Progress, Pomona, California.

The Boston Traveler each Saturday devotes its editorial page entirely to views of prominent Bostonians on pertinent topics instead of having its own editorials. A definite topic is usually discussed each week and, apparently, well-known citizens are invited by letter in advance to give their views for publication.—James M. Mosely, 306 Bay State Road, Boston, Mass.

Put a looking glass department in your paper. See yourself as others see you. Invite criticism and suggestions from readers. Ask what they like and dislike about your paper. Ask what feature not in it they would like it to adopt. Readers very often can give constructive ideas, ideas that will be worthwhile putting into practice. Adopt whatever suggestions recommend themselves, showing you aim to please the readers. Might be a good idea to reward readers by awarding prizes for best criticisms.—John H. A. Kelly, 223 East Oak street, Norristown, Pa.

What church in the city has the largest mid-week prayer meetings? It would be of interest to every reader of the paper who is a church-goer to read a story telling about this church and to get some information in the story as to the reasons why the prayer meeting is so well attended. Such a story would be entirely different from the usual run of feature and news stories appearing in the average paper.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

In every city there is always a large number of people who have been residents of the town for twenty-five years or more and who like to talk over old times when they get together. The usual topic for conversation is what has happened to the most promising young men or women who moved away from the town years before. Usually each one knows a little bit about what has become of the person, but no one knows all of the facts. Why not run a series of articles telling of the present occupation of the former inhabitants who have been most successful in the business world. This scheme would be most successful in a town where there is a college, because hundreds of readers would recognize the persons in the series as old college chums.—Robert W. Akers, The State Journal, Topeka, Kans.

Try running two little columns in your paper, one entitled "Friendly Knocks on Men" and one entitled "Friendly Knocks on Women." It is the opposing forces in human existence which bring about dramatic situations, and it is the dramatic situations in literature that make it interesting. Such letters need not contain any bitterness.—B. F. Clark, 110 N. Sycamore street, Albuquerque, N. M.

Convicted Editor Gets Retrial

District Judge D. H. Leahy, who figured prominently in the recent Magee libel cases, convicted Apolonio A. Sena, of Las Vegas, of criminal libel. Thereupon the State Supreme Court granted Sena a new trial, another small victory for the free press. Sena was considered to have libeled a political opponent, Lorenzo Delgrado, Sheriff of San Miguel county, headquarters for the Romero ring, by the publishing of certain articles in the Spanish newspaper La Gaceta, owned by Sena.

Record Issues Magazine Tabloid

The Sunday Magazine Section of the Philadelphia Record is now being issued in tabloid form and is the only one of its kind in Philadelphia. Many new features have been added, including a series of humorous articles called "Grady the Cop," by Mellville F. Ferguson, chief editorial writer of the Record.

"RIBBONS and LACES"
is the title of
THE LATEST
Ruby M. Ayres Serial

Begins November 12.
Runs Seven Weeks.
1200 Word Daily Instalments.
It's a Winner.

THE McCLURE NEWSPAPER SYNDICATE
373 Fourth Ave., New York City

LLOYD GEORGE
writes for the
UNITED FEATURE SYNDICATE
A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

Thomas W. Briggs Company
Memphis, - Tenn.
Originators of the Permanent Weekly Business Review Page
Look us up in Dun or Bradstreet's

Always a Gigantic Market

NEW ENGLAND

New England is a market of gigantic magnitude twelve months in the year.

The compact population of seven and a half million—centered for the most part in large cities—is busy all the year round.

These states, as a group, lead the country in many lines of manufacture—they lead the country in savings and here you find 80% of the people concentrated in 39 cities. A wise advertiser will advertise a path to their door.

Here are people of all classes and occupations—for the most part well paid and unusually thrifty—living close together and yet not congested.

These people spend millions every day both for necessities and luxuries. They will spend millions tomorrow and every day thereafter.

Your share can be secured by using these foremost daily New England Newspapers intensively and regularly.

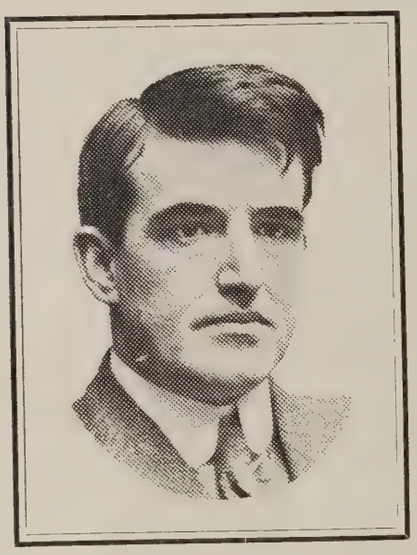
	Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,852,356			
††Attleboro Sun .....(E)	5,164	.0275	.0175
††Boston Sunday Advertiser...(S)	490,588	.70	.70
†Boston Globe .....(M&E)	282,437	.45	.45
†Boston Globe .....(S)	322,418	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
††Boston Transcript .....(E)	34,282	.20	.20
**Fall River Herald .....(E)	14,620	.045	.045
**Fitchburg Sentinel .....(E)	11,191	.055	.045
††Greenville Recorder .....(E)	3,241	.0175	.0175
*Haverhill Gazette .....(E)	15,916	.055	.04
**Lynn Item .....(E)	16,498	.06	.045
**Lynn Telegram News....(E&S)	17,004	.05	.05
Lowell Courier-Citizen and Evening Leader .....(M&E)	21,348	.06	.06
**New Bedford Standard-Mercury (M&E)	32,425	.08	.08
*New Bedford Sunday Standard (S)	26,087	.08	.08
†North Adams Transcript.....(E)	9,334	.0375	.03
††Salem News .....(E)	20,702	.09	.07
Taunton Gazette .....(E)	8,263	.04	.03
*Worcester Telegram-Gazette (M&E)	78,052	.24	.21
*Worcester Sunday Telegram..(S)	44,470	.18	.15
MAINE—Population, 768,014			
††Bangor Daily Commercial...(E)	14,448	.05	.04
*Portland Press Herald....(M&S)	27,993	.07	.07
**Portland Express .....(E)	28,400	.10	.07
**Portland Telegram .....(S) (Sunday Edition Express)	28,734	.10	.07
††Waterville Sentinel .....(M)	5,886	.035	.025
NEW HAMPSHIRE—Population, 443,683			
††Keene Sentinel .....(E)	3,422	.03	.024
RHODE ISLAND—Population, 604,397			
††Newport Daily News.....(E)	6,530	.0336	.0293
**Pawtucket Times .....(E)	24,453	.10	.06
†Providence Bulletin .....(E)	61,238	.15	(A).215
†Providence Journal .....(M)	32,086	.09	(A).215
†Providence Journal .....(S)	57,436	.14	.14
††Providence Tribune .....(E)	22,848	.10	.09
**Westerly Sun .....(E&S)	4,601	.025	.025
**Woonsocket Call .....(E)	13,553	.04	.04
(A) Combination rate Daily Journal and Eve. Bulletin.			
VERMONT—Population, 352,428			
**Barre Times .....(E)	6,719	.03	.025
††Bennington Banner .....(E)	3,051	.0125	.0125
Burlington Daily News .....(E)	7,183	.04	.04
**Burlington Free Press.....(M)	12,230	.05	.05
**Rutland Herald .....(M)	10,245	.04	.04
†St. Johnsbury Caledonian-Record (E)	3,573	.0214	.015
CONNECTICUT—Population, 1,380,631			
†Bridgeport Post-Telegram..(E&M)	45,201	.14	.14
†Bridgeport Post .....(S)	19,926	.09	.09
**Hartford Courant .....(D)	33,157	.08	.08
**Hartford Courant .....(S)	50,185	.11	.11
††Hartford Times .....(E)	45,125	.12	.12
**Meriden Record .....(M)	7,255	.045	.025
†Middletown Press .....(E)	7,897	.03	.025
††New Haven Register.....(E&S)	37,063	.11	.10
**New London Day .....(E)	11,350	.06	.045
††Norwich Bulletin .....(M)	12,248	.07	.05
**Norwalk Hour .....(E)	5,300	.03	.03
*Stamford Advocate .....(E)	8,508	.0375	.03

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.
** A. B. C. Statement, Sept. 30, 1923.
†† Government Statement, Sept. 30, 1923.

Reaching Women

In the Greatest Market

The ability of The Evening Mail to place an advertising story before a large and influential body of women readers throughout Greater New York is partly based upon an exceptional newspaper service to women. This Service includes the following important daily features in the particularized fields that continue to be of primary interest to women at large.



FOOD

Alfred W. McCann

For ten years, Alfred W. McCann has dominated public opinion of the Greater New York territory on the subject of Food, Food Purity and Food Excellence. New York newspaper readers, through years of knowledge of his fearless work, have come to hold implicit confidence in his word. The Evening Mail speaks with unequalled authority on Food and carries unequalled power as a medium for the advertising of honest food products.

COOKING

Ida Bailey Allen

A distinguished career of many years as Domestic Science specialist for the leading national women's magazines and as the author of six cook books, gives Ida Bailey Allen an unrivaled position as an authority on the preparation and service of food. She has perhaps the largest following of women readers of any domestic science writer in the field today. She conducts a daily Home Service.

HOUSEHOLD

IRENE VANDYCK

A recognized authority on the household, edits a lively and diversified daily Household Page dealing expertly with subjects of every-day concern to women.

NOVEL-A-WEEK

DAVID CORY

Of all children's features, Cory's "Little Jack Rabbit" stories are best. Hundreds of children correspond daily with "Uncle Dave."

DRAMA

ZOE BECKLEY

the distinguished newspaper feature writer, writes her great "celebrity interviews" and features of interest to women. Also Mary Margaret McBride and other widely-known feature writers.

CHILDREN

BY NOTED WRITERS

A complete novelette every week by the best writers—always clean, readable fiction. Ample daily installments.

BEAUTY

DOROTHY GRAY

One of New York's noted beauty specialists conducts the beauty department, advising tens of thousands of women daily.

HUMOR

ROY K. MOULTON

One of the best-known of all newspaper humorists, conducts a daily column of humor that is always refreshingly clean.

FEATURES

JAMES CRAIG

dramatic critic, holds a high place in the world of the theatre. Service on theatre news is among the most complete in New York and has a wide following.

HEALTH

DR. B. S. HERBEN

writes daily on Health in the Home, with professional advice on the care of growing children.

MUSIC BOOKS

PITTS SANBORN

regarded in many quarters as New York's leading music critic and authority, writes daily for music lovers. Alison Smith conducts the department of book reviews.

THE EVENING MAIL

NEW YORK, N. Y.

THIS ISSUE: IMPOSITION OF PERSONAL IDEAS WRONG

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK.

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday

[Copyright, 1923, by the Editor & Publisher Company, James Wright Brown, President and Editor]

Vol. 56. No. 22 NEW YORK, OCTOBER 27, 1923 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

How Chicago merchants use The Sunday Tribune to make Mondays sunny instead of blue —

BLUE Monday was once universally accepted by merchants as an inevitable affliction. Saturday had always been the best shopping day, and it was assumed that this uneconomic sales peak must continue forever. Shopping for Sunday requirements, the Saturday half-holiday, the vast numbers of Saturday pay envelopes, the habit of generations, both in rural districts and in cities—all these combined to produce the enormous Saturday business. That a slump should follow on Monday seemed reasonable and is still accepted as reasonable by the merchants of many cities.

But the merchants of Chicago have taken this hostile situation in hand and licked it. The weapon they used was advertising. They had available for the purpose a marvelous medium in The Sunday Tribune with its vast prestige and its overwhelming circulation. In The Sunday Tribune these merchants used big space. They hammered away at Chicago's millions with a determination to kill off blue Monday and to make it the equal of Saturday.

Not only have they succeeded in building Monday to an equality with Saturday, but the great department stores and many of the specialty shops which use The Chicago Sunday Tribune in a big way find that Monday shows by far the biggest volume of sales of any day in the week.

Years ago, when this large use of The Sunday Tribune was getting under way, pessimists claimed that The Tribune had become so big that advertising in it

could not pay. The Sunday Tribune has more than doubled in size since those days—yet advertising in it pays better than ever. In fact, the great size of The Sunday Tribune is due only to the fact that it is so enormously productive to advertisers. Its magnitude is an asset.

A few people may avoid department stores because they are big, but Marshall Field & Company, The Fair, Altman's, Filene's are positive proof that the multitudes are favorably impressed by the bigness of the big store. They like the variety of offerings—the assurance that they will find what they look for.

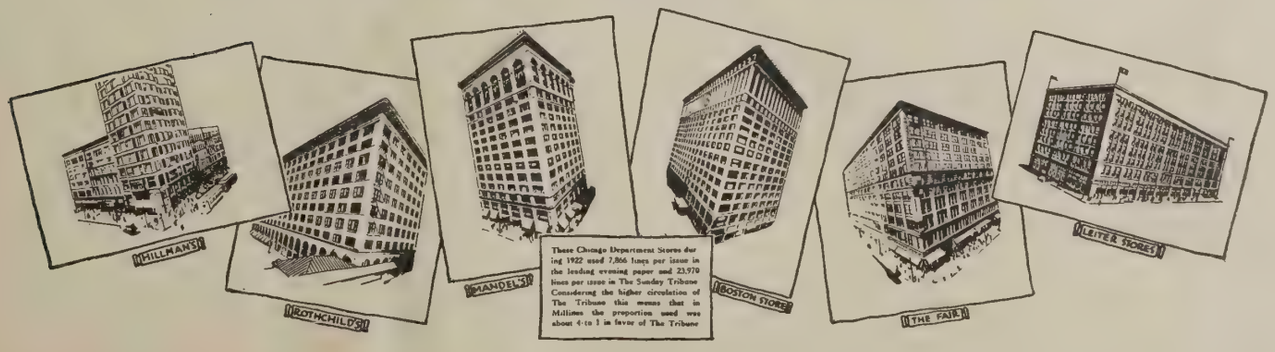
Similarly, the men and women of Chicago and of The Chicago Territory have come to regard The Sunday Tribune as the one mammoth department store of advertising. Our investigations prove that thousands of merchants throughout five states scrutinize it closely to see what new products are coming on the market and to see how their competitors in the metropolis are merchandising their wares. Men follow the financial and automotive announcements. Women make up lists for Monday's buying. And thousands are interested in the paper as advertisers themselves—users of Want Ads. Vast sums have been spent to build editorial features of commanding interest for every section.

The cumulative psychological effect of the big paper, the intensive interest in it, the day of leisure to absorb it thoroughly, and the tremendous circulation are such as to produce a tidal wave of results, not only for local merchants but also for national advertisers. Remember, that The Sunday Tribune not only has more total circulation than any paper, but also more local circulation. The Sunday Tribune, for instance, has 156,000 more readers in Chicago and suburbs alone than has the leading evening paper—and there is practically no duplication in The Tribune's total—one Tribune to a family.

Ask a Chicago Tribune representative to call and discuss the possibility of swelling your profits through the use of The Chicago Sunday Tribune.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER



NEW YORK STATE

DAILY NEWSPAPERS
A TREMENDOUS SELLING INFLUENCE

New York State newspaper readers represent nearly one-tenth of the total population of the United States.

Their influence, therefore, is one-tenth that of all other newspapers in the United States.

Their power is one-tenth of that of all publications of whatever nature in the United States.

The daily newspaper must be classed as first in the publication field. It keeps people's minds in daily touch with everything that is important for them to know.

A newspaper is a member of the family. It takes its place at the breakfast table in the morning and in the living room at night. It is a companion to every man, woman or child in the community.

The manufacturers and merchants who do not employ newspaper publicity are not alive to the great aid they can employ to build their business successfully.

These daily papers form a powerful combination for successful business building.

	Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press (M)	31,585	.09	.09
*Albany Knickerbocker Press (S)	49,175	.13	.13
††Auburn Citizen (E)	6,331	.04	.035
**Brooklyn Daily Eagle (E)	61,526	.22	.22
**Brooklyn Daily Eagle (S)	74,418	.22	.22
*Buffalo Courier and Enquirer (M&E)	82,869	.18	.18
*Buffalo Courier (S)	120,758	.25	.22
†Buffalo Evening News (E)	119,573	.21	.21
††Buffalo Evening Times (E)	94,385	.18	.18
††Buffalo Sunday Times (S)	98,090	.18	.18
**Corning Evening Leader (E)	7,789	.04	.04
†Elmira Star-Gazette (E)	24,866	.11	.08
**Geneva Daily Times (E)	5,537	.04	.04
*Glens Falls Post-Star (M)	7,818	.03	.03
††Gloversville Leader Republican (E)	6,709	.03	.03
†Gloversville Morning Herald (M)	5,605	.035	.035
**Ithaca Journal-News (E)	7,367	.04	.04
**Jamestown Morning Post (M)	10,292	.05	.03
**Middletown Times-Press (E)	6,000	.03	.03
**Mount Vernon Daily Argus (E)	8,757	.04	.04
††Newburgh Daily News (E)	11,108	.05	.05
††New York Evening Mail (E)	170,327	.45	.42
*The New York Herald (M)	175,403	.49	.45
*The New York Herald (S)	188,314	.49	.45
The Sun and The Globe, New York (E)	180,379A	.55B	.48B
†New York Times (M)	333,498	.65	.637
†New York Times (S)	535,542	.75	.735
*New York Tribune (M)	130,842	.40	.36
*New York Tribune (S)	136,239	.40	.36
††New York World (M)	353,819	.595	.58
††New York World (S)	550,698	.595	.58
††New York World (E)	272,335	.595	.58
††Niagara Falls Gazette (E)	15,894	.055	.055
†Poughkeepsie Star and Enterprise (E)	11,743	.05	.05
††Rochester Times-Union (E)	64,032	.20	.18
Saratoga Springs Saratogian (E)	7,921	.04	.04
**Staten Island Daily Advance (E)	13,111	.05	.05
Syracuse Journal (E)	41,285	.12	.12
**Troy Record (M&E)	23,427	.05	.05

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.
A Sun A. B. C., April 1, 1923, prior to amalgamation.
B Sun Globe combination rate.
** A. B. C. Statement, Sept. 30, 1923.
†† Government Statement, Sept. 30, 1923.

CLEVELAND'S GREATEST HOME COVERAGE

86% or 173,477 of the Cleveland Press' Total Circulation (201,331) is in "The Cleveland Market"—composed of the 1,146,746 people in the City of Cleveland and the 35-mile Trading Radius tributary thereto.

There is one PRESS to every 1.5 families in this "Cleveland Market"—a Home Coverage density impossible to secure through any other Cleveland newspaper.

Cleveland *is*
An EVENING paper Town—
the PRESS made it so!

The Press
First in Cleveland
A SCRIPPS-HOWARD NEWSPAPER
—including the Scripps-McRae League

CHICAGO
CLEVELAND
CINCINNATI

National Representatives
ALLIED NEWSPAPERS, Inc.
52 Vanderbilt Ave., New York

ST. LOUIS
ATLANTA
SAN FRANCISCO

Selling Wireless Sets and Supplies in

Philadelphia

3rd Largest Market in the United States

Trade authorities declare that wireless outfits are most easily sold in "home" communities, that is, where home life keeps the family intact in the evening and parents and children gather for the evening's pleasure.

Philadelphia is nationally famous as "the city of homes" and when wireless first became popular, its residents went in for it very strongly. There are nearly half a million homes in Philadelphia alone.

Its sky-line is dotted with miles and miles of aerials and thousands of "fans" daily discuss their achievements of the night before.

Today they are as much interested as ever; they are going in for indoor loops and all the other advanced ideas of reception and constitute a big ready market.

The coming Christmas sale of Radio outfits, loud speakers and other equipment will be big, as Radio gifts will be popular.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending September 30, 1923—503,368 copies a day.

NEW YORK
814 Park-Lexington Bldg.
(46th St. & Park Ave.)

CHICAGO
Verree & Conklin, Inc.,
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.,
117 Lafayette Boulevard.

SAN FRANCISCO
Harry J. Wittschen,
Verree & Conklin, Inc.,
681 Market St.

LONDON
Mortimer Bryans,
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IMPOSITION OF PERSONAL IDEAS WRONG

Famous French Proprietor Says That It Is the Duty of the Newspaper to Inform and Educate But That Effort to Lead the People Is Sure Road to Failure

By PHILIP SCHUYLER

TOO much "personality" is disastrous for any newspaper, in the opinion of Senator Paul Dupuy, owner and editor of Le Petit Parisien and Excelsior, who believes the press should not be a moulder of public opinion.

The French publisher arrived in this country Oct. 20, with four associates, to visit leading newspapers of the Northeastern states, planning to introduce to France American advertising methods.

In an interview with a representative of EDITOR AND PUBLISHER this week, he expressed his views on journalism in general, the French newspaper situation, and explained his admiration for American publications, stating they were the more successful, in that they did not attempt to lead.

"The failure of a newspaper, I have found, can most often be traced to too much personality. I do not believe in leading public opinion through the power of the press.

"When a newspaper strives to lead, it creates for itself a personality, and is, for that reason, at the same time striving for failure.

"The main mission of a newspaper is obviously to tell the news. If it discovers something amiss, publish it. If it uncovers information not available to the public, give it in an unbiased way to the public. But it is absolutely disastrous, and the wrongful use of power, to impose personal ideas upon the people."

The Petit Parisien has a circulation of nearly 2,000,000. During the war the output at times reached the total of three and a half million copies daily. Senator Dupuy, who impresses one immediately by his striking personality, therefore, has in his hands a powerful medium for imposing his views upon France, for leading his readers in the direction of his wishes. But he was sincere and emphatic in his condemnation of such procedure.

The editorial, he believes, should generalize on the news, but should never criticise. It should explain and educate, but never lead.

"Journalism as a profession is rated higher in France than anywhere else in the world. This fact is due to the high standing of the French press. French newspapers can be relied upon. We are not always looking for the sensational," he remarked.

"Yes, we try to avoid sensational news. The crowd likes it for a while, to be sure. But we believe in looking ahead. We don't care for present, short-lived success.

"The French people want to know exactly how an event happens, not merely its sensational aspects.

"You see, our people read the papers all the way through," he explained. "Here you glance through them and throw them away. We never run a divorce story. Our readers don't want it. Then we don't care a great deal if the average crime story is left out."

As the publisher talked, in slow, but precise English, it became more and more apparent that his was the reasoning mind, that has made so many Frenchmen famous as philosophers, statesmen, and writers. He must think every thing out; must not pause at the present, but reason on from the past to the future.

He is a slight, rather short man, immaculately groomed. One enters his room. He is on his feet in an instant, and walking towards one, his hand outstretched and a cordial "Bon jour" on his lips. He is quick in all his motions and gestures, but not nervously quick. When he pauses in thought, his gray eyes become dull, as though the world before him had passed from sight, and his vision was concentrated upon the realm of mind. He talks. Then his gray eyes flash.

The son of the founder of the Petit Parisien, Senator Dupuy started in at the very bottom of the newspaper ladder, immediately after he finished school.

"I wanted to learn the business thoroughly," he explained. "And there is much to learn. Always much to learn. That is why I am here now."

But, although he spoke in no lofty manner nor in a spirit of criticism, he indicated America might learn something from the newspaper world of France.

Senator Dupuy, for instance, thinks any story can be told in half a column and that American stories are inclined to be too long. In discussing French treatment of news, he hints at an American tendency towards exaggeration. In the matter of make-up, he remarked:

"I think, perhaps, more care is expended making up the front page of Le Petit Parisien than any front page in the world.

"It is our pride. We spare no efforts to make it a work of art. We take the greatest care with our headlines and subtitles, making them in every sense a resumé of the article. We want to have everything of consequence on our front page."

The French publisher had in his conversation so far supported the first impression of the reasoning, careful, painstaking, thorough person he undoubtedly is. It is characteristic that M. Dupuy, believing America the most advanced country in the world as far as advertising methods are concerned, should come over to the source for personal study.

Twenty years ago he came to America, made a careful study of the mechanical side of this country's newspapers, and introduced American press machinery to France with great success.

Now he has returned. This time what interests him most are American advertising methods. When he goes back home, he hopes he will have information with which to educate French producers and merchants to the use of the press as salesman of their wares.

"France's newspaper advertising today stands where American advertising stood twenty years ago," the Senator declared. "The big Paris merchant does not advertise as the New York merchants do.

"I want to go back and show them how the big shops advertise in this country—to show them that they profit by it, and don't do it merely to help the newspaper.

"In the Petit Parisien, an 8-page sheet, we average only about 3 pages of advertising. Each day we have copy enough for a 20-page newspaper, but have to condense it, because of insufficient advertising support. Because of our large circulation we charge a high price for white space, about 50 francs a line.

"I am particularly interested in the classified advertising sections of American newspapers. I regard this class of advertising particularly as a real public service.

"We started a section of this sort in our newspaper last year. It has increased considerably, but is still very small compared with this country's newspapers. I want to learn the methods employed in securing this type of advertisement.

"I wish furthermore to talk with directors of some of the great American associations of advertising whose methods and views are so much wider than ours.

"As they are to get in contact with European organizations in the 1924 London convention, I shall do my best in the name of the Syndicat de la Presse Parisienne, to come and spend a few days in Paris at the end of the Congress."

Senator Dupuy was the first to urge a Paris convention to follow the London gathering of advertising

Looking us over. Senator Paul Dupuy (center), famous French newspaper owner, and his associates who are, from left to right, M. Gendron, M. Genton, Henrie de Weindel, and Andre Aghion, will study newspaper-making in the large cities of the East and Middle West before returning home.

men. No official invitation has been made as yet, the French publisher declaring he was waiting to learn how the Americans felt in regard to the proposal.

"We will give the advertising men a very good time in Paris, they can be sure of that," he said. "We will arrange a technical convention for them and an exposition showing the French development of the artistic side of advertising."

Advertising is not the sole motive bringing Senator Dupuy and his three colleagues to the United States. He believes there are other American methods which, if introduced in France, would be of benefit to the French press.

The use of the telephone in newsgathering in the larger cities interests him. In France he says, no re-write men are employed to write stories, the facts for which are telephoned in from reporters in different districts.

"The American method is a great time-saver, and I want to introduce it on the Petit Parisien," he said.

"I also want to see how the Americans distribute their newspapers. It seems almost impossible to me now that a big newspaper, such as some of your Sunday editions are gathered together and shipped out for mailing."

In connection with the distribution of newspapers, however, Senator Dupuy believes America can learn something from his own Petit Parisien.

"We have our own newspaper sellers," he explained, "while in this country you rely on different private merchants.

"Each day the Petit Parisien is distributed to 20,000 newspaper dealers, all employes of the paper. It has been a very satisfactory method of dealing with distribution of our large circulation."

Senator Dupuy is also interested in the Sunday editions published in this country.

"We have started this in a small way," he declared. "We have bought some American cartoons and have had them translated, and the idea is apparently meeting with success. But, as you know, it is the advertising that make the big Sunday editions possible in this country. We must first of all learn how your newspapers get their advertising."

For the purpose of studying American newspapers, Senator Dupuy plans to go from New York to Washington, Philadelphia, Chicago, and Cleveland. He also has arranged to meet Henry Ford in Detroit.

The Senator is keenly interested in the schools of journalism, which dot the United States, declaring he hoped to have an opportunity of seeing some representative in operation.

"There are no schools of journalism in France today," he said, "and I believe they would be very beneficial, especially in the training of political writers."

The four associates accompanying him on the trip are: M. Henri de Weindel, editor-in-chief of Excelsior, the daily illustrated newspaper; M. Genton, director of Le Petit Parisien, M. Gendron, chief engineer of Le Petit Parisien, and M. Andre Aghion, one of the principal heads of the advertising department of the same newspaper. Madame Dupuy, who is accompanying her husband, is an American.

While in New York, Senator Dupuy, at the request of Premier Poincaré, represented the French government at the annual banquet of the American Manufacturers & Export Association, Oct. 26.

L'Intransigeant, when M. Dupuy left France for the United States said of him:

"M. Paul Dupuy is one of the most open minded men to modern progress in France today. There is not the slightest doubt that his visit to the United States will open for us new and interesting perspectives on the methodical development of the press."

In an interview also granted at the time he was leaving for this country, M. Dupuy paid high compliment to the American press.

"It is puerile to deny," he said, "that considerable influence of a few of the great American newspapers, whose development grows day by day, thanks to methods which can constitute a lesson for us."

PAPER CONSUMPTION EQUALS PRODUCTION

No Need to Import European Newsprint In 1924, Kellogg Tells News Print Service Bureau

That newsprint consumption in America is keeping pace with production was one of the important points brought out by R. S. Kellogg, secretary of the News Print Service Bureau, in his report made at the fall business meeting of the bureau, Hotel Commodore, New York City, Oct. 19.

Total consumption in 1923, the report disclosed, will be at least 25 per cent greater than it was in 1920, the peak year. But, Kellogg pointed out, with 14 new machines, which will have come into production between the first of last January and the first of next January, there will be capacity enough in North America next year, so that there will be no necessity for going abroad for paper.

For the first 8 months of this year, however, according to Kellogg's report, imports of newsprint paper from Europe have been greater than for the whole of 1922. Germany, Sweden, Finland, Norway and other countries in 1922 sent 132,888 tons of newsprint to this country, while the same list in the first 8 months of this year had already sent 133,962 tons.

Kellogg's report also showed that despite the New York strike of pressmen, all dailies in the United States, with a circulation of more than 100,000, averaged 26 pages a day in September, against 24 pages during the same month last year. Sunday newspapers of the same circulation during last month averaged 96 pages against 87 of last year. So far this year April has been the record month, averaging 28 pages daily and 102 pages Sunday in newspapers of more than 100,000 circulation. The secretary predicted that at the present rate, October will reach, if not surpass, the April peak.

The strike of New York pressmen notwithstanding, the total advertising lineage of the leading newspapers of the country shows so far this year a 9 per cent increase over the corresponding period last year, and 1 per cent more than in 1920.

Kellogg concluded his report by stating that authorities indicate there will be a large volume of business in 1924 in the paper industry.

Preliminary steps were taken at the business meeting, looking towards changing the articles of the organization so that bureau membership will be open to all manufacturers of newsprint paper in North America instead of just in the United States and Canada as heretofore. Two meetings will be required to make the new ruling effective. When it is put into operation the News Print Service Bureau will be the only continental organization in the paper industry.

The following additional subscribers to bureau service were reported: Algonquin Paper Company, Ogdensburg, N. Y.; Washington Pulp and Paper Corporation, San Francisco, Cal.; Marathon Paper Mills, Rothschild, Wis.; Bathurst Company, Ltd., Bathurst, N. B.; Fort William Paper Company, Ltd., Fort William, Ont.; St. Lawrence Paper Mills, Ltd., Three Rivers, Quebec; Anglo-Newfoundland Development Company, Grand Falls, N. F.

George M. McKee, president of the Bureau, and also president of the Algonquin Paper Company, presided at the business meeting.

NEWSPRINT MARKET SOFT

Tendency Reported at Meeting of A. N. P. A. Directors Oct. 22

That there is a softening tendency in the newsprint market was reported at a meeting of the board of directors of the American Newspaper Publishers' Association held Monday, Oct. 22, at the New York office of the Boston Globe, World Building.

Further investigation into the various printing trade schools which have applied for participation in the A. N. P. A. Printing Trade School Fund was ordered by the board, at the suggestion of Paul Patterson, Baltimore Sun, president.

Directors attending the meeting were: Paul Patterson, Baltimore Sun, president; John Stuart Bryan, Richmond (Va.) News-Leader; Howard Davis, New York Tribune; F. G. Bell, Savannah (Ga.) News; Hilton U. Brown, Indianapolis (Ind.) News; E. H. Butler, Buffalo (N. Y.) News; F. J. Burd, Vancouver (B. C.) Province; and Charles H. Taylor, Boston (Mass.) Globe.

Becker Seeks Straw Pulp Site

Sir Frederick Becker, of Montreal, it is understood, has gone to Western Canada to make further arrangements regarding the establishment of a mill somewhere in Manitoba, the object of which is to manufacture newsprint out of pulp made of straw. Ultimately, Sir Frederick expects to have several mills engaged on this work, both in the west and in eastern Canada.

LOOK FOR LOWER NEWSPRINT PRICES, ADLER ADVISES PUBLISHERS

PUBLISHERS will be able to secure lower paper prices next year, in the opinion of E. P. Adler, publisher of the Davenport (Ia.) Times and chairman of the A. N. P. A. paper committee. Mr. Adler, whose views were stated to the Inland Daily Press Association meeting last week, and who reported to the board of directors of the A. N. P. A. in New York this week, summarized the situation as follows in an exclusive statement to EDITOR & PUBLISHER:

E. P. Adler

"With a very large increase in the production of print paper in the United States and Canada this year and scheduled for next year, and with the large increase of European paper that has come into the market this year, and will undoubtedly increase next year, there is every reason to believe that publishers will be able to secure a lower price than $3.75 per cwt. for next year.

"It is true that some mills are now endeavoring to close contracts for next year at $3.75, which is this year's price, but, as far as reported, few publishers have signed such contracts. A number of publishers in the large cities have expressed themselves as being so confident that there will be plenty of paper next year and a much lower spot price, that they have determined to make their contract requirements lower for next year and to buy more of their supply on the open market.

"The tonnage of European paper this year coming into this market will exceed by the end of the year 200,000 tons, as compared to 135,000 tons for 1922. It is also a fact that several of the large Canadian mills have plans for enlarging their tonnage and mills, and there is every indication to believe that there will be an over-supply of print paper next year which will react favorably to forcing a lower price."

U. S. FORESTRY POLICY BEING FORMED

Member Organizations of U. S. Chamber of Commerce Vote on Eight Recommendations Submitted by Committee

Member organizations of the Chamber of Commerce of the U. S. A. are today voting on eight recommendations made by the Committee on National Forestry Policy. The referendum is to continue until Nov. 17, or until two-thirds of the entire voting strength of the Chamber has been recorded.

The recommendations are:

That the federal government should, for protection of headwaters of navigable streams and to the extent permitted by existing law, acquire, reseed, and replant waste lands to which reproduction of forest growth cannot be obtained by natural means, with discretion in the Secretary of Agriculture to prefer lands in states which provide at least an equal amount of funds for acquisition of such lands.

That states and municipalities should acquire, reseed and replant such lands.

That Congress should enact new legislation with reference to other classes of timberland to make provision for cooperation of federal government, state governments, and timber owners in protection and reproduction of timber.

That such new federal legislation should condition use of federal funds upon the state; having a forestry or conservation commission; formulating a code of forest management acceptable to the federal Department of Agriculture and aimed to secure continuous forest production, observance of the code to be obtained through voluntary agreements entered into between the proper public authorities and the land or timber owners of considerable areas within the state; maintaining adequate protection of timberlands from fire, with funds coming from the state private sources at least equal to federal funds used for this purpose; basing taxation of growing timber upon the principle of the yield tax, with reasonable uniformity among the states in such taxation.

That Congress should create a national forest council to have functions of advice to administrative officials and a membership of nine, one to be the federal forester and others to represent views of public, timber men, and foresters.

That Congress should provide for a national survey and inventory of forest resources.

That Congress should increase the federal appropriations available for protection of timber lands against fire.

That Congress should provide for enlargement of federal research and experiment in forest products.

Members of the committee are: David L. Goodwillie, chairman, Chicago; Hugh P. Baker, New York; Junius H. Browne, New York; Henry S. Drinker, Merion Station, Pa.; John Fletcher, Chicago; W. B. Heinemann, Wausau, Wis.; Charles S. Keith, Kansas City; F. C. Knapp, Portland, Ore.; Charles F. Quincy, New York; Harvey N. Shepard, Boston.

DOMINION CAPITAL DOMINATES

Canadians Own 70% of Pulp Securities —Americans Only 18

That Canadian capital dominates the Canadian pulp and paper industry is proved by figures secured from the Dominion Bureau of Statistics and published in the Toronto Financial Post, Oct. 19.

These figures show the Canadians own 70 per cent. of the pulp securities, outstanding in Canada, while the American investment is under 20 per cent. At the end of 1921, according to the figures, there were outstanding in Canada securities to a par value of $404,768,480 of the various pulp and paper companies. Of this total $277,357,811 were held in Canada, while $74,079,235 were held in the United States. British investments totalled less than 3 per cent.

MICHIGAN EDITORS ADOPT THE CANONS OF AMERICAN SOCIETY

A. L. Miller of Battle Creek Heads University Press Club—"Give People Better Than What They Want," President Burton Advises—Commercialism a Passing Phase

(*By Telegraph to* Editor & Publisher)

ANN ARBOR, Mich., Oct. 24.—Closing the Fifth Annual Conference of the University Press Club of Michigan, officers for the ensuing year were elected as follows: A. L. Miller, Battle Creek Enquirer and News, president; first vice-president, Arthur H. Vandenberg, Grand Rapids Herald; vice-president representing the larger dailies, Charles M. Greenway, Booth Publishing Company; vice-president representing smaller dailies, Frank J. Russell, Marquette; vice-president representing weeklies, Merl H. Defoe; secretary-treasurer, Prof. John L. Brumm, head of the Journalism department, University of Michigan.

A. L. Miller

A tentative plan to re-establish a scholarship for students of journalism, to spend time in England for newspaper training, was approved. The idea was conceived and presented to the club by newspaper men outside the state, who are seeking the opinion of various press groups on the project. The plan now is to determine by competition men fitted for this apprenticeship.

Giving the people what they want is not a newspaperman's prerogative, in the opinion of Dr. Marion L. Burton, president of the University of Michigan, who addressed Club of Michigan on "The Newspaper I Like."

President Burton reminded the editors that the "I" referred to in his address represented the average reader of newspapers.

"You men haven't the right to say that you must give the people what they want," he said. "If you do that we are caught in a vicious circle. There must be something finer given them. You represent one of the most powerful agencies in American life. And it is your duty to accept the responsibilities of leaders and to lead. The people will respond to something even a bit higher than that to which they are accustomed. Every man and every woman wants something better."

The paper he liked, said Mr. Burton, is one "that unobtrusively makes a reader's interests a little broader and his horizons wider; a paper that accepts its freedom in terms of responsibility for public practical methods of its daily routine welfare, for the elevation of the taste of the people and for their appreciation of finer things of life, a paper that in the knows how to be silent without ignoring any aspects of truth, that insists upon keeping the individual subordinate to the cause he represents, that stimulates the reader to cogent thought and that holds men and their consciences sternly to the ineradicable distinctions between good and evil. Such a paper is in the making in America. It will be the most potent single force in realizing the dreams of the democracy."

In discussing proper emphasis of the news, the president deplored the fact that so much space had been given over to the Dempsey-Gibbons fight on July 4, while at the same time the educational forces of America which were meeting in San Francisco received but scanty mention.

"The New York Times, which prints 'all the news that's fit to print,' devoted 19⅓ columns to the fight and one-third of a column on the educational meeting. Eight leading New York papers gave 70 columns to the fight and four and one-third columns to this important meeting. Is this proper emphasis?"

Dr. Burton spent considerable time on the breadth of view of the papers. He asked the editors how much their papers contributed to the cultural side of life, to education, to the field of religion and to the world situation. "The problem of civilization is the relationship of the nations. It is your duty to recognize that because nations are different is no sign that they are wrong."

"You can't get rid of the comics, I know that," Dr. Burton remarked. "I have tried it in my home. But there are different kinds of comics."

In concluding, President Burton asked that the journalists give more support to public officials who are doing their duties in the best interests of the people. Men who faithfully serve the public are never mentioned by the papers, the speaker noted, while those who are less worthy are constantly in the public eye.

Those present gave unanimous assent to the "canons of journalism" as drawn up by the American Society of Newspaper Editors in Washington, D. C., last April.

A committee on a code of ethics for newspaper practice reported at the final session of the conference, and recommended the code. Michigan is believed to be the first state that has adopted the "canons," and the newspapers gave wide publicity to the action.

Chairman of the code of ethics committee was Arthur W. Stace, managing editor, Grand Rapids Press. Other members were: Edmund W. Booth, editor, Grand Rapids Press, who drafted the preamble which was attached; Phil J. Reid, managing editor, Detroit Free Press; J. E. Richards, Alpena News, and Marshall Cook, Hastings Banner.

"The newspaper in America," reads the preamble, "being the publication most generally read by all classes of people, and being by common consent a public servant, having facilities for promoting the interest of government and of the public welfare, it therefore becomes a matter of honor and of duty that editors and reporters, as well as publishers, shall foster and uphold public morals, shall strive at all times for the freedom of the press with themselves kept from all interests of alliances tending to hamper free expression, shall seek for truth and accuracy in all published statements and shall contend for fairness and for justice toward all individuals, interests, or issues dealt with in the newspaper columns."

Commercialism, fostered by the great advertising development of the World War, is one of the most marked traits of present-day journalism, James W. Brown, editor of Editor & Publisher, told the conference in his address on "Tendencies in Journalism." Large investors of capital have been attracted to the newspaper field by the post-war profits of many papers, and great merchants and bankers are finding newspapers a suitable receptacle for capital not needed in their chief business. Newspapers, like their other activities, exist in the eyes of these people only for the production of profits.

Editions of 40 and more pages in the regular routine operation, with only 60 or 80 columns of text matter, were noted by the speaker as an instance of the commercial trend, also a tendency on the part of editors to appraise news and features solely from their circulation and advertising earnings value. Still another trend noted was the growing centralization of newspaper control in the hands of several great groups or chains.

"Yet," Mr. Brown continued, "with all the commercial trend of the recent growth of the press, there is discernible an editorial movement toward better things."

Crime news, he pointed out, no longer holds first place in the eyes of many editors. News of peculiar interest to gamblers on professional sport has also been ruled out of many newspapers, a number of which had supported laws prohibiting the publication of such news. The growth of professional spirit among editorial men was also cited, special note being made of the adoption of the "Canons of Journalism" by the American Society of Newspaper Editors and codes of ethics by state and regional press associations, including the University Press Club of Michigan. Other progressive trends marked included:

More foreign news than ever before.

More personal interest in news of the nation.

Wide scope of meritorious features.

Increase in economic and financial news.

Development of scientific departments.

Increasing interest in all kinds of sports.

Tendency of soberness and restraint in make-up.

Employment of authorities in various lines, with privilege of signing their views.

Decline of provincialism in outlook.

Reduction of the publicity or propaganda flood.

"So, while commercialism is now the dominant note," Mr. Brown went on, "there is no reason to believe that it is more than a passing phase. It carries in itself the germ of its own destruction, for newspapers which turn themselves primarily to the making of money by giving every available inch to paid advertising while subordinating public service and information, cease to be newspapers and leave an opportunity for the genuine article to take their place."

The influence of journalism school graduates would be great, he said, in effecting reform from within the ranks of newspaper men, and it is now a noteworthy factor.

"American journals are gradually becoming strong, self-sufficient business organizations," the speaker said, "with no hidden master, independent of the large local advertiser or banker, fearless and uncompromising defenders of the public faith and the public welfare against the 'predatory plutocracy and predatory poverty' which Joseph Pulitzer named as his targets 40 years ago.

"And in addition to their great public service value, the newspapers are the main artery of the nation's commerce. Consider that daily there are issued 10,000,000 morning papers, and 20,000,000 evening papers, and on Sunday, 20,000,000 copies, and that, in 1922, the number of lines of advertising exceeded 200,000,000 in all of the country's dailies, and you can begin to form an idea of this industry's magnitude and its importance to the nation's life and trade."

SEVEN HUNDRED DINNER GUESTS OF THE AUDIT BUREAU OF CIRCULATIONS

No speeches were made at the annual banquet of the A. B. C. in Chicago last week, Mr. Lloyd George's illness compelling him to cancel one of his scheduled addresses of the evening. The A. B. C. guests heard the former Premier, however, by topping off the evening with a taxicab trip to the Stockyards Auditorium, where he addressed a large audience.

Upper Portion of a "Double-Truck" of Christmas Advertising. Note Style of Lettering and Treatment of Head.

GOOD TYPOGRAPHY IN NEWSPAPER MAKING

Plan Your Holiday Typography and Make-up Earlier—Important Things to Do and How to Do Them Easy and Economical Ways of Putting the Spirit of Yuletide in Holiday Pages

By H. FRANK SMITH

Article XII

EDITORIAL NOTE—Mr. Smith is a special lecturer in the department of Advertising and Marketing at New York University. Newspaper typography in all its phases will be discussed in this department in the last issue of each month. Complete newspapers, as well as individual items, such as headings, advertisements, editorial pages, features, etc., will be reviewed, and good and bad examples illustrated and commented upon. Publishers, editors, advertisers and readers are invited and urged to send in specimens and to take full advantage of the author's desire to help them with their type problems and make-up.

ADDRESS INQUIRIES TO H. FRANK SMITH, EDITOR & PUBLISHER, NEW YORK.

Replies Cannot Be Made by Mail

RIGHT NOW is the time to start getting ready for the tremendous volume of holiday advertising that will develop within the next few weeks. In this particular phase of newspaper typography and make-up certainly "a stitch in time will save nine"—besides making the going much easier for everyone concerned in the production of Yuletide advertising and features.

The First Thing to Do to Get Started

THE FIRST THING TO DO, of course, is to get a line on just what materials in the form of appropriate borders, ornaments, engravings, initials and other decorative materials are available for holiday advertising. This can be accomplished very easily by having the composing room furnish proofs of all this material that is now on hand.

After getting proofs of all the material appropriate for holiday use, check it up very carefully to see that you have plenty and of sufficient variety to answer your requirements. If you haven't *plenty*—fill in with an abundance of new material. Border slides and matrices are very cheap when compared with the advantages they give in assuring the advertising prospect that his holiday announcement will be properly "dressed."

The type founders can furnish at small cost a wide choice of suitable initials and ornaments—not to mention illustrations of various sizes and including Santa Claus; bells; Christmas trees; holly wreaths; fireplaces showing stockings hanging up; chimneys and reindeers; mistletoe; candles; plum puddings; reindeers and sleigh; groups of toys; sprays of holly; in fact, there is such an abundance of this material and the cost is so little that there is absolutely no reason in the world why newspaper publishers cannot easily satisfy most every advertiser's want, as well as enable the editor to get a real Yuletide atmosphere in the holiday pages.

A Safe, Easy, Economical Plan to Follow

AS SOON as it is determined just what holiday material is available (old material and new material) have the composing room furnish plenty of proofs—then get the advertising salesmen on the job and work only with the materials "in the case"—the holiday materials you have on hand in abundance and ready for instant use. By all means avoid letting the advertiser specify something you have to send for—it means delay; maybe disappointment; perhaps a cancellation.

The safest, easiest and most economical way is to write the copy, make the layout and dress it up with the decorative material you have in the composing room—then the salesmen can "sell the idea" with the assurance that the finished ad will be printed exactly as he planned it, because he knows that the materials are on hand in sufficient abundance and variety to make good his promises to the advertiser.

Another Good Plan

ANOTHER GOOD PLAN is to send the larger and more experienced advertisers a set of proofs showing all your holiday material, so they will also know what is available and can keep proofs handy for reference purposes. These advertisers will then specify something that you have on hand, instead of something that you haven't got, can't get in time, and making it necessary for you to tell them you "are sorry"—but which does not interest them one bit during the holiday rush.

Make Certain There Is Plenty of Type and Spacing Materials

BESIDES being sure that you have plenty of appropriate decorative material on hand, it is perhaps more important to make certain that there is an abundance of type, borders, ornaments, spaces and quads in the cases, as well as an abundance of spacing material in the racks—such as leads, slugs and metal furniture.

There is only one way to get big production out of a newspaper composing room—especially in a rush time like the holiday season—and that is to provide your compositors with plenty of type and spacing material to work with. It is far more profitable to spend money for type, rules, borders, leads and slugs than it is to spend money for time wasted hunting and picking "sorts" to finish a piece

Three Splendid Specimens of Holiday Advertising. Note Layouts, Headings and Style of Lettering.

of composition—not to mention the added satisfaction of keeping your composing room happy and getting a cleaner, better-looking paper.

Kill all the composition you can that is now on the "hold" boards, and get the type in the cases; see that the lead, slug and rule cases are full. If they are not full, provide the missing material *before* you need it. Clear the decks for *action* in the same manner that any business man of foresight and determination gets ready for the big rush. If you do this *now*, you will be patting yourself on the shoulder in a month or so.

The Important Thing Is to Plan Now

THE IMPORTANT THING to do is begin planning *now*—then keep planning, *and planning*, AND PLANNING until the holiday season is over. Dig up the holiday issues of previous years; clip the best ads and most promising features; use the clippings for "ideas" and suggestions this year; strengthen the "ideas" by revising the copy and improving the typography; dress up all the old ads with newer and better holiday decorations; write to all composing-machine manufacturers, type founders, cut services, syndicate houses, and others for proofs of their holiday materials; plan new ads and features; get started early, keep gathering momentum, and you will be "hittin' on high" in a surprisingly short time—besides keeping the paper chockful of holiday material; stimulating reader interest; satisfying advertisers; and saving a lot of time and money to boot.

But don't put it off—get ready for the holiday rush by getting started NOW. Call the conference; issue the orders, and keep everybody followed up hard—because this really is going to be a whale of a Christmas, and the resources of the newspapers certainly are going to be taxed to the uttermost. Get busy now.

Comment and Criticism

A Review of Newspapers With the Idea of Making Friendly and Helpful Suggestions to Improve Typography and Make-up

By H. FRANK SMITH

Eagle-Democrat, Warren, Ark.—First page neat, but little monotonous. Open up heads with 2-point leads and cast up some new monkey dashes. Inside pages reasonably good, although you can improve advertising typography and make up your pages better. Group ads in the pyramid style. While the Eagle-Democrat looks fairly good for a community weekly, still you have lots of chance to improve it. One of the first things you want to do, when you get around to it, is to set your heads larger—or the important ones, anyway.

W. C. Edwards, Record-Chronicle, Denton, Tex.—Cast up some new border for your boxed items; reset your standing heads; kill the mourning borders on your ads; group your ads better on the page; they are too scattered. Why not lead your editorials and put a head on them? The Record-Chronicle certainly carries a bunch of live news and ads, but this material should be handled better in the composing room. First page is attractive and live-looking. Why not put a box on each side of your title? In one box you could insert "Of Denton's 1,500 homes, 1,350 are regular subscribers to the Record-Chronicle." The other you could fill with weather report or some other better copy which you can easily work up. There's lots of chance to improve the "RC"—get the boys together and start something.

Herald, Miami, Fla.—Very little, if anything, I can tell you fellows about the typography and make-up of a newspaper. The Herald is unusually well handled throughout. First page beats anything we have seen thus far from the sunny south. On the inside pages you might clean up a few of those solid-black rule borders. Think heads on editorials could be set either bolder or a size larger. Your classified is a dandy—no wonder you have published nearly 150,000 paid classified ads this year. Make-up on all inside pages fine—just tone down mourning borders on some of the ads.

R. H. Fitz-Gerald, Hustler, South Pittsburg, Pa.—Try to get some larger heads on the first page, and put your major head on the right-hand side of the page (4th, 5th and 6th columns) instead of the 1st, 2nd and 3rd columns. Plan to kill off the "terrible" gothic type you are using in some of the ads. You could group the ads better on the inside pages, and you ought to do so. The press work is very good; you should get after some of the other details that need attention and make a good, little paper bigger and better.

Alamance Observer, Graham, N. C.—For a small paper, very well taken care of. Suggest you put the big ads in lower right-hand corner on all pages, and build up the small ads toward tops of columns. The big ads will dominate the page just as much at the bottom as at the top. A three-line sub-head under your 2-line display heads on the first page would help wonderfully. Press work very good.

Marcy B. Darnell, Herald, Florence, Ala.—After looking over the copies of your paper I can readily understand why you were awarded first place in the contest for the "best weekly paper." The Herald is well composed, made up and printed—and under the circumstances you mention the whole staff should be commended. The only thing I can see that needs immediate attention is to replace some of the many six-point solid rule borders with something more attractive, and by all means kill the twelve-point funeral borders without any hesitancy. Florence is lucky to have a paper so chockful of news and so well printed as the Herald. Keep plugging to make it better, *and better*, AND BETTER!

Free Press, Ventura, Calif.—For a small daily the Free Press is attractive typographically and neatly printed. Your heads would be improved if you opened them up a bit. Replace that mourning border on Crescent Creamery with something more attractive.

Sentinel, Bemidji, Minn.—I should say the Sentinel is just about as attractive as any fellow would want a weekly newspaper to be. I am pleased to see that you have nerve enough to use upper-and-lower-case for your heads, and still have nerve enough left to throw out the funeral borders and mourning gothics.. Typography and make-up exceptional, and with these two important details, strengthened by excellent press work, you are surely living up to your slogan: "A Live Newspaper in a City of Enterprise"—100 per cent.

News, Tuscaloosa, Ala.—I do not see anything serious to criticise about the News. Your subheads should be opened with 2-point leads, otherwise your first pages are generally well handled. There are many little typographical refinements you can make throughout the paper, however, such as resetting some of the standing heads and folios, replacing some of the worn dashes and cut-off rules, etc. Your editorial page looks very good—although I think you make a mistake using that freak arrow-dash. Pick out a good standard dash and use it all the time. Generally speaking, the News looks well and you have nothing serious to worry about—except to keep improving whenever you can and to keep the pages looking live.

Enterprise, Norwood, Ohio—The Enterprise needs refining—typographically. In its present make-up it's "overdone." Too many panels on the first page; heads set too solid; ads too scattered; editorial should be set single column, at least should be leaded, always, if you must use the present small type. I certainly would not string a bunch of small ads across the top of any page—especially the editorial page. Why not place your editorials where they are generally found in a newspaper, instead of burying them in a border of different size ads. You got the wrong dope on your make-up, fellows; get after it and make it what it should be: attractive to look at and easy to read. You know what should be done; it is an easy matter to do it—and you owe it to your readers and advertisers to give them a better deal, typographically.

A. W. Huckle, Herald, Rock Hill, S. C.—I have no criticism to make. I might suggest that you use lighter rules under your title and across the tops of pages under your running head. I think your front page would be more attractive if you got a little variety into the style of head used—perhaps an occasional italic head, or use a two line head when you leave the subhead off, and when you use the subhead use it with a three-line head. All heads set in the same type and practically the same style look monotonous. Your first page, issue of August 23, is much better, in my opinion, than the one used in your issue of August 28—although the subheads in both issues need opening up. Presswork looks smudgy in both issues. Don't like the idea of mixing cartoons with ads at bottom of pages, but maybe you have good reasons for doing this.

THE CHRISTMAS GIFT STORE

The Christmas Store

Make This a Furniture Christmas

The Store of the Christmas Spirit

"You'll Find it at Healy's"

The Gift Store of Newark

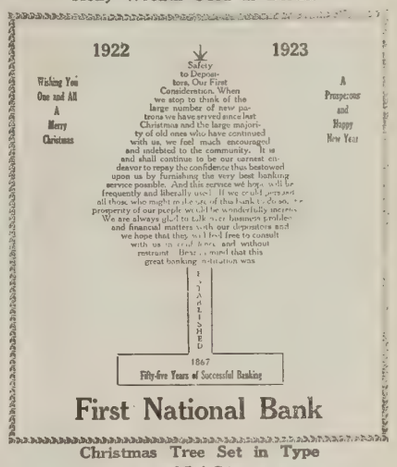
ROSENBACHER'S

The Christmas Store

Seven Good Heads Suggesting Style and Arrangement for Christmas Advertising

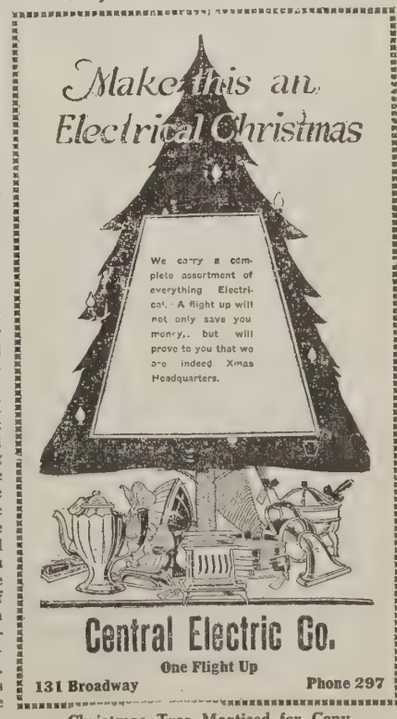
Four Ideas Easy to Sell

Holly Wreath Used as Border



Christmas Tree Set in Type

Holly Wreath Used as Headpiece



Christmas Tree Mortised for Copy

NEW EASTON EXPRESS HOME EMBODIES LATEST IN SMALL PLANT DESIGN

Three Story, Reinforced Concrete Structure, Includes Best Features of Most Modern Plants—Business and Editorial Rooms Finished in Mahogany

ONE of the most efficiently designed and completely equipped newspaper plants of its size in the country was placed in operation Sept. 25, when the Easton (Pa.) Express moved into its new three story structure at 34 North Fourth street.

A building housing the various activities of a daily newspaper must be in part an office building, in part an industrial building, and in part a warehouse; and the new Express plant efficiently embraces these requirements. The building is of thoroughly fireproof construction, built of reinforced concrete, and faced with terra cotta. Before any plans were drawn a careful survey of a large number of the most modern plants in the Middle West was made by A. D. Chidsey, Jr., the architect, and a representative of the Express. The best features of these plants, with some improvements were embodied in the completed plans for the new building.

Although it has but three stories at present, the building is so designed that an additional three stories can be added in the future to provide for expansion. Columns and footings have been made strong enough to bear the weight of a six story structure, and a shaftway has been left for a future passenger elevator.

The front basement is used for the storage of newsprint paper, and next to it is the large press room, housing a new high speed sextuple press. In the rear is the boiler room and the coal bins. Eight cars of newsprint can be stored in the basement.

The main floor is devoted exclusively to business, the mezzanine between the first and second floor levels to circulation. The corridor of the main floor is finished in Tennessee marble, and the office counters are of marble. To the north and south of the counters are the offices and desks of the business manager and the managers and clerks of the various departments. Steel filing cabinets are located beneath the counters. A conference room 10 by 12 feet opens from the business office where meetings of a private nature are held, and department heads are called into conference. For the convenience of the public a corner of the business office corridor has been furnished with a double desk and chairs and a massive settee. All desks and chairs of the business office are of mahogany.

On the second floor front are located the offices of the board of directors, the managing editor and the editor of the woman's page. The director's room is 18 by 22 feet and is furnished with mahogany desks, chairs and a table around which the policies of the Express are framed. A short hall connects this room with the managing editor's office in the southeast corner of the second floor.

The editorial and news rooms are located on this floor, as well as the Associated Press room, and a large assembly hall. The general news desks and the desks for the different editors and reporters are of mahogany. An automatic tube system conveys copy from the copy desks to the composing room on the third floor. The United Press report, which is taken in addition to the Associated Press, is received over printers located near the city editor's desk. The library and the morgue open from the editorial room.

The Express is proud of its composing room on the third floor, where every time saving device has been installed to expedite the handling of both news and advertising copy. Publishers and composing room experts who have visited it declare it a model. The lighting arrangement is as near perfect as science and construction of present day buildings could make it. Factory ribbed glass windows occupy practically the entire southern side of the room, and large saw-tooth skylights in the roof attract the north light. Only on rare occasions is artificial light needed in any corner of the big room.

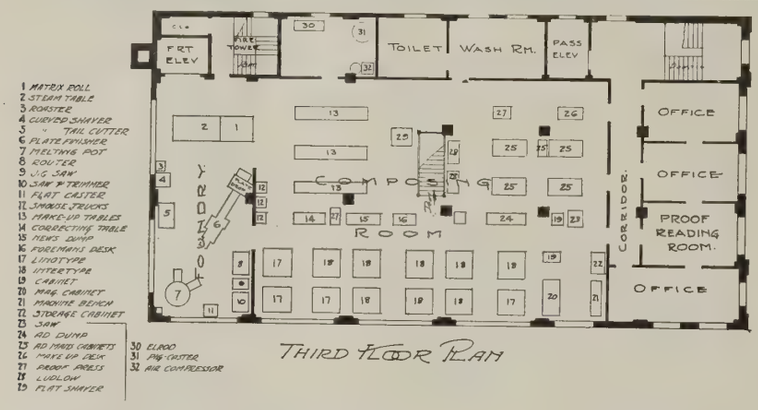
A battery of eleven typesetting machines occupies the central portion of the floor space. Two Ludlow type casters and a lead and rule caster bring the Express composing room close to the dream of every print shop—attainment of the non-distribution system. Shop cast lines and borders allow for the discarding of all types and spaces used in assembling the paper as soon as the day's work is done.

The foundry, on the extreme western end of the third floor is separated from the composing room by a four-foot brick partition, above which is steel sash with factory ribbed glass. This arrangement provides separate rooms for the two departments, at the same time reflecting light from the west through the foundry into the composing room. There are 1,800 square feet of glass surface on this floor.

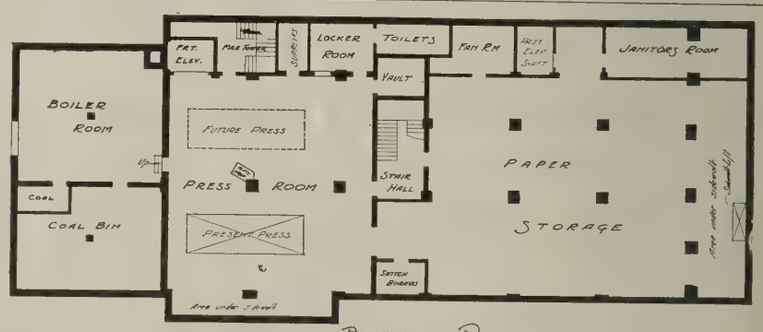
In the northwest corner of the third floor, over the freight elevator and fire tower, there is a pent house, in which are located the electric motors that operate the elevator, and the suction fans for the ventilating system.

The roof is so constructed that it can

Light pours in from all sides and in the mechanical departments from above, making illumination conditions ideal.

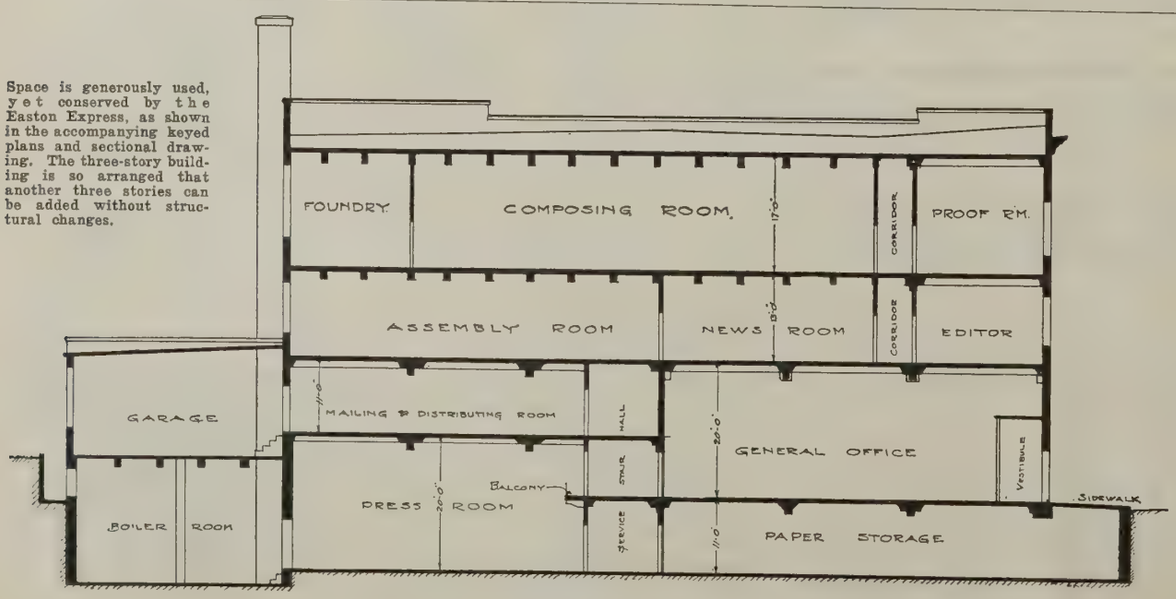


THIRD FLOOR PLAN



BASEMENT PLAN

Space is generously used, yet conserved by the Easton Express, as shown in the accompanying keyed plans and sectional drawing. The three-story building is so arranged that another three stories can be added without structural changes.



LONGITUDINAL SECTION

NEWSPAPERS ADVERTISERS' BEST BET DIRECT MAIL MEN HEAR

Sixth Annual Convention at St. Louis Draws 2,000 Delegates —Exhibit of Printing, Machinery, and Layouts Attracts Attention

(*By Telegraph to* Editor & Publisher)

ST. LOUIS, Oct. 25.—The sixth annual convention of the Direct Mail Advertising Association began here yesterday, with an attendance of 2,000, about half of whom were St. Louisans. It was the largest attendance of any convention the association has held.

The general sessions are held in the Coliseum, where also are more than 100 exhibits of printing, machinery, letters, paper and other material used in direct mail. Departmental sessions are held in Hotel Statler. The convention will adjourn tomorrow.

The convention has generally confined its discussions to the use of direct-mail advertising.

One exception was the statement of Sam P. Judd, publicity director of the Mercantile Trust Company, who said that newspaper advertising is the first line trench in their battle for business. This was made to the financial advertisers department this afternoon.

Outdoor advertising, of which the Mercantile used more than any other financial institution in the world, was second, and direct mail third in importance. The mercantile uses department store methods in its newspaper advertising.

The question of a tie-up with newspaper or other forms of national advertising was not brought up.

"Overcoming the distribution problem" by methods of direct selling was described by Alfred C. Fuller, president of the Fuller Brush Company, at the opening of the meeting yesterday. This was followed by a talk on the use of direct mail in the rubber business by L. A. McQueen, advertising manager of the Goodrich Tire and Rubber Company.

Tim Thrift, advertising manager of the Multigraph Sales Company, said there is "too much good will and not enough cashing in on it." National advertising, he believes, creates a good will that is far from definite—a desire to own rather than a decision to buy. Direct mail must be used to cause people to act.

Karl E. Kilby, advertising manager of the Coleman Lamp Company, told of the success of his company in furnishing dealers helps on the conviction that "the best thing we can give the dealer is a lot of inquiries."

"Every man in advertising should be able to visualize exactly what he wants and to give specific instructions to the printer," it was said by J. L. Frazier of the Seng Company, Chicago, typographers.

At the opening session this morning, the fundamentals of direct mail advertising were described by Lee S. Wilson, sales correspondence manager, Avery Company, Peoria, Ill., as "digging up new ideas, considering the other fellow, and letting your personality show."

The facts needed in direct mail are in two classes: those about the market, and those about the product, it was stated by Dorsey W. Hyde, vice-president Special Libraries Association, Washington, D. C., who spoke on "Storehouses of Direct Mail information." One of the drawbacks to quantity production, which has become a feature of our modern civilization, is that it required an accurate forecasting of conditions, he said.

Four types of information which are necessary for the intelligent advertising of any commodity are: facts about the individual's need for the product; facts about the use of product; statistics concerning the character of the product; and data on how the product is made, he declares.

The aim of all research work is to establish scientific distribution, he said.

One of the points brought out by William A. Durgin, chief of the Bureau of simplification, Washington, D. C., was that the tremendous amount of waste in the paper industry could be saved by publishers insisting on certain standard sizes recommended by the Bureau. The successful use of direct mail in establishing a course of home dress making was described by G. Lynne Sumner of the International Correspondence Schools.

The raising of the status of the average advertising manager to that of the merchandise manager was urged by Sam A. Weissenburger, publicity director of the Halle Brothers Company, Cleveland, who spoke in the retailers departmental this afternoon.

Newspapers in small towns may not be adequate because they do not cover the territory, or because merchants have not educated the people in its territory to look to the paper as a medium for advertising news, it was said by John H. Dewilde, manager of the merchants service department of the Ely & Walker Dry Goods Company. Cooperative advertising by merchants in the smaller towns, is a fine thing, he said, but it is usually only a short time before some merchant "kicks over the traces."

Turks Ban Foreign Agency News

Introduction of news into Turkey by foreign agencies has been prohibited, according to advices reaching this country from Constantinople. The official Anatolian Agency has assumed a monopoly of news distribution. Zekarias Bey, director of the press, said this was done to stop propaganda. He plans to have native Turkish correspondents in all capitals. At present they have men in Paris, Munich, Berlin and New York.

Pennsylvania Weeklies Merged

The Lock Haven (Pa.) Express has gone from seven columns 13 ems to eight columns 12 ems. The Express Printing Company has also consolidated the two weeklies it has been publishing since its merger with the Clinton Dispatch, the Clinton Republican, and the Clinton Democrat into one weekly, which hereafter will be known as the Lock Haven Weekly Express, also of eight columns 12 ems.

Store Buys 10 Pages in Star

The Toronto Daily Star in the issue of Oct. 17 contained ten pages of advertising announcing a three-day sale by the Tamblyn stores of Toronto.

Catholic Writers Open Season

More than 200 members of the Catholic Writers' Guild, embracing newspaper men, publicity men, advertising men, authors, and writers for magazines met at the Plaza Hotel, New York City for the first meeting of the season the evening of Oct. 23. The Rev. Francis P. Duffy, D. D., Chaplain of the 69th Regiment during the war, paid high compliment to the American newspapers, when he delivered the main address on "The Intolerance of Intolerance." Thomas Woodlock, publicity director of the International Finance Corporation, and one of the directors of the Guild, presided. Meetings will be held monthly from now on.

Muller Is Publicity Chairman

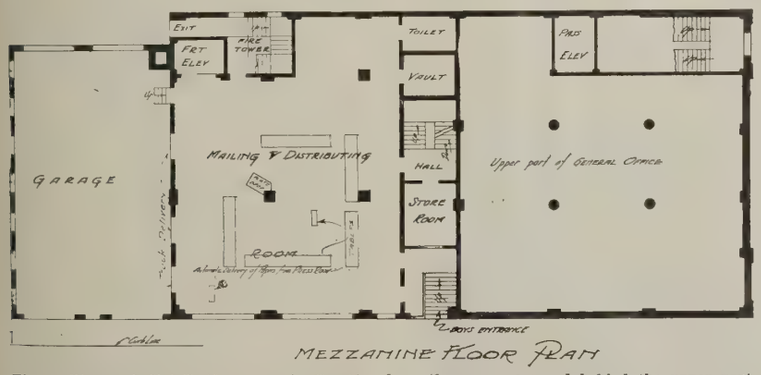
J. P. Muller, president of the J. P. Muller & Co., theatrical advertising agency, has been selected by the Advertising Club's executive board as chairman of the publicity committee for the forthcoming Advertising Exposition to be held at the 71st Regiment Armory, Nov. 12-17. The other members of the committee are: Llewellyn Pratt, Russell R. Whitman, Frank W. Nye, John Lee Mahin, John Budd and J. A. Cruikshank. Wells Hawks is director of publicity of the exposition.

Auto-Strop Proves Power of Ads

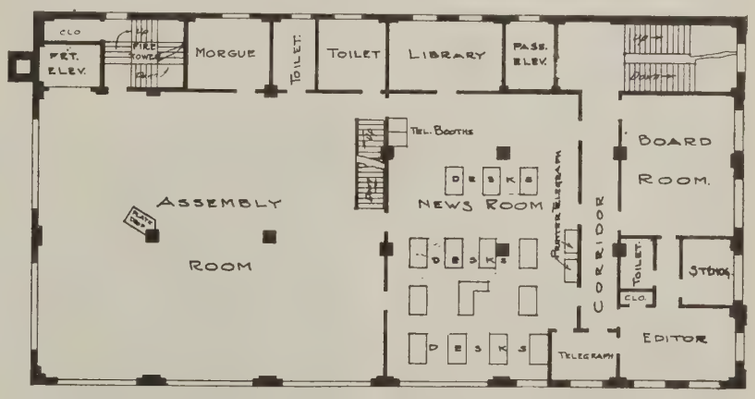
A four per cent circulation increase and positive proof of the advertising power of the paper itself was shown in the first two weeks of the Auto-Strop Razor campaign, conducted by the Boston (Mass.) American. Seventy-five thousand razors were sold to readers of the paper who presented two coupons cut from the paper, with thirty-six cents. In the total four weeks of the campaign it is expected that 200,000 razors will be sold to the public.

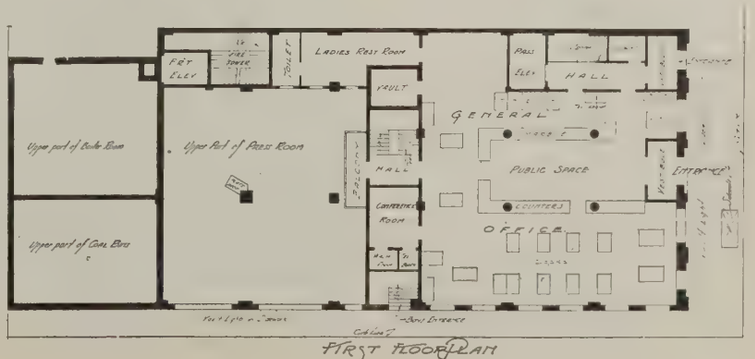
Asheville Papers Try Open Shop

The Asheville (N. C.) Citizen and the Asheville Times are operating on an open shop basis following a strike for higher wages by members of the Typographical Union employed by the two papers. Thirty-five men walked out Oct. 16, when the publishers refused to arbitrate demands for an increase ranging from $5 to $8 a week for forty-five hours. They offered to renew at the old scale.



The mailing and distributing room is directly above the pressroom and behind the upper part of the general office. The unusual treatment of columns can be noted in these floor plans.





be removed without much expense should more stories be added to the building. It is flat with slate embedded in a plastic compound, and is well drained through cast iron pipes running to the sewer. The parapet wall which surrounds the entire roof surface is provided with scuppers to take care of an overflow of water should the pipes become clogged or frozen. The top of the main cornice is covered with sheet lead. A thirty-foot flag pole has been erected at the front of the roof.

A one-story garage is attached to the extreme western end of the main building for housing delivery trucks.

Construction of the new Express building occupied a year. It was built entirely by local contractors and local labor.

The original Easton Express was established in 1855. In 1917 the paper absorbed the Easton Daily Argus, and came under the management of its present owner and publisher, J. J. Stackhouse.

To Reorganize New Bedford Times

At a recent meeting of the creditors of the Times Newspaper Company, New Bedford, Mass., it was proposed to form a new corporation with a different name and a different management. Under the plan stock to the total of 300,000 shares, all common, with no par value, is to be issued at a nominal value of $1 per share. All creditors of the old company are to receive value in stock for their claims, and the stockholders of the old company are to be allotted new stock to the amount of their former holdings. Captain Jack Lyle is to remain at the head of the new company. Acceptance of the plan is being urged by the creditors' committee.

PROPAGANDISTS BARRED FROM WHITE HOUSE PRESS CONFERENCE

Correspondents Association Hangs "No Admittance" Sign on Press Agents, Broker, and Market Tipsters at President's Banquet—Bona Fide Press Men Admitted by Card

DRASTIC regulations governing the attendance upon President Coolidge's twice-a-week conferences with members of the press, were made effective Friday, Oct. 26, by the White House Correspondents Association. The regulations are designed to confine the conferences to bona fide representatives of newspapers and press associations and prevent paid propagandists, press agents, brokers, and market tipsters from gaining admittance.

The action of the Correspondents Association was brought about by the request of Deets Pickett, of the Methodist publicity organization, for permission to attend the conferences, but it was a reform badly needed as individuals not representing the daily press, or bona fide publications had been making it a practice of attending the conferences. Mr. Pickett was informed by letter that he could not be admitted and the general rules governing the conference were outlined to him with the explanation that these rules had been made at the request of the President for the protection of both the White House and the reporters. So that intruders at the conferences might be warned sufficiently to obviate the necessity of barring them forcibly from the conferences in the future the following regulations were drawn up and posted at the White House, the National Press Club and the several departmental press rooms in Washington:

"1. The White House Correspondents' Association, through its Executive Committee, shall determine upon the eligibility of all correspondents to attend the press conferences with the President.

"2. Admission to these conferences shall be limited strictly to such correspondents as are duly authenticated by their newspapers or the heads of bureaus to be representatives of: (a) wire news services; (b) daily American newspapers, and, (c) foreign newspapers to which daily cable communication is made; and who are accredited to the Congressional Press Galleries.

"Such correspondents shall declare that they are not engaged in the prosecution of claims pending before Congress or the departments of the Government, and will not become so engaged while allowed admission to the presidential conferences; that they are not employed by any foreign government or any representative thereof, and that they are not employed, directly or indirectly, by any stock exchange, board of trade, or other organization, or member thereof, or brokerage house, or broker, engaged in the buying and selling of any security or commodity or by any person or corporation having legislation before Congress, and will not become so engaged while allowed admission to the presidential conferences.

"Persons employed in any legislative or executive department of the Government shall not be admitted to such conferences unless specifically authorized by the Secretary to the President.

"3. Those correspondents whom the Executive Committee consider eligible for admission to the presidential conferences, having conformed with the above rules and restrictions, shall have issued to them appropriately inscribed cards, bearing the White House seal, and setting forth their names and their newspaper connections. These cards shall be signed by the president of the White House Correspondents' Association, and counter-signed by the Secretary to the President.

"4. Duly accredited correspondents may bring to the presidential conferences such other correspondents, not known to the Executive Committee, as they of their personal knowledge can vouch for as being bona fide newspaper representatives fully complying with the rules and restrictions of the White House Correspondents' Association.

"Correspondents shall register such visiting correspondents in a book provided for that purpose and in the possession of the police officer on duty at the entrance to the Executive Offices of the White House, together with their own signatures.

"5. The decision of the Executive Committee on all questions of eligibility to admission to the presidential conferences shall be final."

HORN HEADS UNITED TYPOTHETAE

President Coolidge Praises Printing Arts in Letter of Felicitation to 37th Annual Convention at Washington

WASHINGTON, D. C., Oct. 26.—George K. Horn of Baltimore, for the past two years a vice-president of the United Typothetæ of America, was elected president of the organization at the closing session of the 37th annual convention concluded today.

Horn succeeds J. Linton Engle of Philadelphia, who was not a candidate for re-election. J. Clarke Acton of Toronto, first vice-president of the Typothetæ for the last two years and chairman of the executive committee, announced his retirement from active participation in the work of the organization, giving his health as the reason.

The new first vice-president is William V. Parshall, Detroit, and the other vice-presidents are Henry W. Loth, Chicago, and O. H. Pollard, Winnipeg. Fred W. Gage of Battle Creek, Mich., was re-elected treasurer.

The executive committee was named as follows: 1st district—Hamilton B. Wood, Worcester, Mass.; 2nd district—Frank J. Smith, Rochester; 3rd district—J. Horace McFarland, Harrisburg; 4th district—Frank P. Howard, Washington; 5th district—J. P. Denham, Charleston, S. C.; 6th district—M. C. Rotier, Milwaukee; 7th district—J. R. Dawley, Cleveland; 8th district—William Pfaff, New Orleans; 9th district—A. W. Peterson, Des Moines; 10th district—Donald Rein, Houston; 11th district—Frank L. Thresher, Minneapolis; 12th district—Frank S. Crane, Topeka; 13th district—B. F. Scribner, Pueblo, Colo.; 14th district, A. B. Howe, Tacoma; 15th district—William H. Barry, Oakland, Cal.; 16th district—Thomas H. Bell, Montreal; 17th district—P. R. Kellett, Winnipeg; 18th district—J. C. Nicholson, Vancouver; 19th district—G. Frederick Kalkhoff, New York; 20th district—Luther C. Rodgers, Chicago.

Nearly 1,500 delegates attended the four day convention, making it the largest ever held by the organization and in the view of old members the most successful from every standpoint. At the opening session Tuesday morning George H. Carter, Public Printer, read a message from President Coolidge. The President's message follows:

"My dear Mr. Carter: The convention of the United Typothetæ has been called to my attention, and I learn that you are to address the gathering. It is my understanding that the employing bookbinders of the country will meet at the same time. I shall be most appreciative if you will deliver to those who will gather for these most significant meetings my felicitations and good wishes. Printing and bookbinding have come truly to be the two of the fine arts upon which the public is more dependent for the maintenance of its culture and its intellectual standards than perhaps any other. Naturally, they have attracted the interest and talents of a great group of the finest people in the country. The annual gatherings are, therefore, of particular interest. I hope the convention in Washington will be marked by a full realization of hopes for benefits to these crafts."

In his annual address, President Engle stated he was not an optimist but that he believed that despite the economic conditions which prevailed during the past year, the U. T. A. is going forward. Mr. Engle pointed out that the year before marked a closer co-operation on the part of all parties concerned and that he never sat with any executive body which showed a finer spirit of good will than the U. T. A. executive committee. He said that he was glad to note the closer co-operation between the local secretaries and the main office. Considerable credit for this forward step, he pointed out, must be given to F. W. Randolph. Mr. Engle stated that he has traveled 3,000 miles in the interest of spreading U. T. A. educational propaganda.

During the fiscal year, he pointed out, the rate of losses in the membership had been checked and that he feels encouraged now that the ranks are beginning to fill again.

In respect to the cease and desist order issued by the Federal Trade Commission, he stated that the time has come for a clear definition of the issues involved because of the fact that the U. T. A. is purely an educational organization.

"Helpful Simplification, a Message from Herbert Hoover," was the subject of an intensely interesting illustrated address given by W. A. Durgin, chief of the simplification division, Bureau of Standards, Washington. He stated that a survey showed a 58 per cent waste in the printing industry and that 49 per cent of the capital in the six leading industries of the country was thrown away without anything to show for it. On Wednesday the delegates listened to general addresses from E. J. Cattel, Philadelphia Chamber of Commerce; A. S. Goldsborough, general secretary of the Merchants and Manufacturers Association of Baltimore; J. Adam Bede, former member of Congress, and W. J. Phillips of the Boston Typothetæ Board of Trade. Later the delegates visited Mount Vernon, where a wreath of pink roses was placed upon the tomb of George Washington. Thursday's sessions were devoted to round table discussions covering education and human relations, better printing, standardization and marketing the products.

Times-Union Raising Elephant Fund

The Rochester (N. Y.) Times-Union is conducting a campaign among the children of the city to raise a fund to purchase a baby elephant for the Rochester zoo. Today, Saturday, has been set aside as "Elephant Day," and the Rochester children are making a special drive to complete the fund. Harry Dodgson, assistant city editor of the Times-Union, has been delegated to go to New York and escort the young pachyderm to Rochester when the fund is raised.

Boyle Is Boxing Commissioner

Appointment of Havey J. Boyle, sporting editor of the Pittsburgh Chronicle Telegraph, as a member of the Pennsylvania state boxing commission, was hailed with general satisfaction in sporting and journalistic circles here. Boyle has a wide reputation for knowledge of sports and is expected to prove highly efficient in his commissionership.

They Help the Motorists

The Touring Bureau, operated by the Louisville (Ky.) Courier-Journal and the Louisville Times, has just issued a map of Kentucky showing highway routes and their condition, and suggesting tours of different lengths out of Louisville. Charles C. Swearingen, automobile editor, prepared the maps.

Chicago Typos Accept Raise

Job printers of Chicago, members of Typographical Union No. 16, have voted to accept the new wage scale recently offered them by the employers. The new scale represents an increase of $3.40 a week and was at first voted down.

TEXAS PRESS LEAGUE ELECTS PALMER

Head of Texarkana Four States Press Named President at Denison Meet—League Growing, Secretary Reports

C. E. Palmer, editor and publisher of the Texarkana (Tex.) Four States Press, was elected president of the Texas Daily Press League at the annual meeting of that organization at Denison, Tex., Oct. 16-17. More than 200 Texas publishers gathered at Dallas, Tex., Oct. 15, as guests of the Texas State Fair following which the league conventions were held.

C. E. PALMER

Palmer first entered the field of journalism in Texarkana 14 years ago, when he purchased the then Texarkana Courier. Within that time, Palmer has given the newspaper two new homes and enlarged the plant, until now he has one of the best publishing and job printing plants in the Southwest.

When the Texas Daily Press League was first organized in 1920 among the smaller dailies of the State, Palmer took an active part, having much to do with the final formation of the league.

Other officers elected were: First vice-president, Sherwoot Spotts, Boneham Favorite; second vice-president, Bernard Hanks, Abilene Reporter; third vice-president, William Hamilton, Palestine Herald; secretary, K. K. Hooper, Sherman Democrat.

Joint meetings held in Sherman Oct. 16 and Denison Oct. 17 were preceded by the meeting of the Advertising Bureau of the Texas Daily Press League on Monday afternoon.

An important feature on the convention program was the annual report of Secretary D. W. Campbell to the effect the organization was in good financial condition and growing.

S. W. Papert, of Dallas, manager of the advertising bureau of the league, led a general discussion on foreign advertising, followed by Palmer on "How to Develop Foreign Advertising." Other interesting topics were discussed, led by prominent members of the league.

Those present included J. L. Nunn, Amarillo News, and son; Sherwood Spotts, Bonham Favorite; C. E. Palmer, Texarkana Four-States Press; W. C. Edwards, Denton Record-Chronicle; S. W. Rapert, Dallas; Otis Poole, Cleburne Review; Houston Harte, San Angelo Standard; H. F. Mays, Brownwood Bulletin; Harry Warner, Paris News; C. W. Wilson, Mineral Wells Index; W. M. Hamilton, Palestine Herald; H. F. Fartin, Texas representative Mergenthaler Linotype Company; J. L. Spencer, Mart Herald; J. H. Galbraith, Terrell Transcript; K. K. Hooper, Miss Beatrice Baxter, C. L. O'Bryan, Sherman Democrat; J. L. Greer, Mrs. Florence W. Tisden, Denison Herald; George Neu, Brenham Banner-Press; Lowry Martin, Corsicana Sun; D. W. Campbell, Hillsboro Mirror.

Detroit Times Opens N. Y. Office

W. E. Anderman, national advertising manager of the Detroit Times, announces the opening by that newspaper of a new office at 2 Columbus Circle, New York City. Harold A. Stretch is manager. J. K. Byrne has been placed in charge of the Detroit Times Western Office in the Hearst Building, Chicago.

Michigan Town to Advertise

The Ferndale (Mich.) Board of Commerce is planning a ten-weeks' newspaper advertising campaign to boost Ferndale as a home and manufacturing center.

ON-TO-LONDON COMMITTEES NAMED BY PRESIDENT HOLLAND

All Departments Organized to Insure Large American Attendance at Convention in England, July 14-20, 1924

THE following On-to-London Committees—appointed to promote attendance at the London convention of the Associated Advertising Clubs, July 14 to 20, 1924—are announced by Lou E. Holland, president of the A. A. C. W. These committees represent departments of the National Advertising Commission. The chairmen of these committees with the geographic district chairman of the A. A. C. W. form a general committee, under the leadership of Edwin T. Meredith, of Des Moines, general On-to-London chairman. Their personnel follows:

Advertising Specialty Association

Theodore R. Gerlach, Chairman, Gerlach-Barklow, Joliet, Ill.
R. A. Jenkins, J. E. Mergott Company, Newark, N. J.
H. B. Hardenburg, Linden, N. J.
Henry C. Walker, Walker-Longfellow Company, Boston.
C. H. Sudler, Ketterlinus Litho. Company, Philadelphia.
L. L. Joseph, Parisian Novelty Company, Chicago.
Mrs. Bernice Blackwood, Advertising Specialty Association, Chicago.
C. E. Erickson, C. E. Erickson & Co., Inc., Des Moines.
James Belden, Brown & Bigelow Company, St. Paul.

Agricultural Publishers' Association

Horace C. Klein, Chairman, Webb Publishing Company, St. Paul, Minn.
Senator Arthur Capper, Capper Publications, Topeka.
S. R. McKelvie, Nebraska Farmer, Lincoln.
William G. Campbell, Indiana Farmers Guide, Huntington.
John P. Wallace, Wallace's Farmer, Des Moines.
B. Kirk Rankin, Southern Agriculturist, Nashville, Tenn.
W. A. Whitney, Farm & Home, Springfield, Mass.
Alfred F. Jones, Farm Journal, Philadelphia.
George Slocum, Rural Publishing Company, Detroit.

American Association of Advertising Agencies

Harry Dwight Smith, Chairman, Fuller & Smith, Cleveland.
William C. D'Arcy, D'Arcy Advertising Company, St. Louis.
William H. Johns, George Batten Company, New York.
James O'Shaughnessy, American Association of Advertising Agencies, New York.
Henry Ewald, Campbell-Ewald Company, Detroit.

Associated Retail Advertisers

E. S. Goldstein, Chairman, May Company, Cleveland.
Frank A. Black, William Filene's Sons Company, Boston.
Theodore G. Morgan, Henry Morgan & Co., Montreal.
George R. Shaeffer, Marshall Field & Co., Chicago.
Louis Blumenstock, Stix, Baer & Fuller, St. Louis.
Horace F. Ryan, L. S. Ayres & Co., Indianapolis.
Gordon Schoenfarber, Gladding Dry Goods Company, Providence.
Albert B. Koch, La Salle & Koch Company, Toledo.
Vern C. Divine, Standard Advertising Company, Chicago.
R. L. Yonker, J. L. Hudson Company, Detroit.

Church Advertising Department

John Clyde Oswald, Chairman, American Printer, New York.
Graham Patterson, Christian Herald, New York.
W. Frank McClure, Albert Frank & Co., Chicago.
W. N. Bayless, Tiffany-Bayless Company, Cleveland.
E. A. Hungerford, Y. M. C. A., 2 West 45th street, N. Y.
Dr. Christian F. Reisner, 701 West 177th street, New York.
Herbert H. Smith, Presbyterian Church (Publicity Department), Philadelphia.

Community Advertising Department

J. M. Mallory, Chairman, Central of Georgia R. R., Savannah.
Montagu A. Tancock, Chamber of Commerce, Omaha, Neb.
Harry N. Burbans, Tourist & Publicity Bureau, Denver.
Herbert Cuthbert, Pacific N. W. Tourist Association, Seattle.
Robert A. Warfel, Chamber of Commerce, Columbus.
William C. Byers, Penn. State Chamber of Commerce, Harrisburg, Pa.
Charles F. Hatfield, 507 Commercial Bldg., St. Louis.
John E. Northway, Hamilton Chamber of Commerce, Hamilton, Ohio.
A. H. Andrews, New Bedford Board of Commerce, New Bedford, Mass.

Direct Mail Advertising Association

Robert E. Ramsay, Chairman, James F. Newcomb & Co., Inc., New York.
Joseph Meadon, Franklin Press, Detroit.
G. Lynn Sumner, Women's Institute, Inc., Scranton, Pa.
William A. Feather, William Feather Company, Cleveland.
Frank L. Pierce, Sec. Direct Mail Adv. Assn., 2842 W. Grand Blvd., Detroit.
A. C. Fuller, Fuller Brush Company, Hartford, Conn.
S. E. Conybeare, Armstrong Cork Company, Lancaster, Pa.
Tim Thrift, American Multigraph Sales Co., Cleveland.
Rollin C. Ayres, Zellerbach Paper Company, San Francisco.
R. N. Fellows, Addressograph Company, Chicago.

Directory & Reference Media Department

Wilson H. Lee, Chairman, Price & Lee, New Haven, Conn.
G. D. W. Marcy, Sampson & Murdock, Boston.
Thomas H. MacRae, MacRae Blue Book Company, Chicago.
Henry H. Burdick, S. E. Hendricks Company, Inc., New York.
Reuben H. Donnelley, Reuben H. Donnelley Corp, Chicago.
R. L. Polk, Jr., R. L. Polk & Company, Detroit.
Stephen D. Smith, Caron Directory Company, Louisville, Ky.
D. W. Bowman, Burch Directory, Akron, Ohio.
J. L. Hill, Hill Directory Company, Richmond, Va.
Henry M. Meek, H. M. Meek Publishing Company, Salem, Mass.

Financial Advertisers' Association

C. H. Handerson, Chairman, Union Trust Company, Cleveland.
Gaylord S. Morse, State Bank of Chicago, Chicago.
F. W. Ellsworth, Hibernia Bank & Trust Company, New Orleans
M. E. Holderness, First National Bank of St. Louis, St. Louis.
W. W. Douglas, Bank of Italy, San Francisco.
Paul T. Bollinger, Harris, Small & Co., Detroit.
J. H. Higley, Dollar Savings & Trust Company, Youngstown, Ohio.
J. A. Price, Peopes' Savings & Trust Company, Pittsburgh.
L. L. Coon, 135 West Washington street, Chicago.
Carl Gode, Illinois Merchants Trust Company, Chicago.

Graphic Arts Association

Norman T. A. Munder, Chairman; Candler Bldg., Baltimore, Md.
Fred W. Gage, Gage Printing Company, Ltd., Battle Creek, Mich.
Edward L. Stone, Stone Printing & Mfg. Company, Roanoke, Va.
R. P. Purse, Purse Printing Company, Chattanooga, Tenn.
Earl R. Britt, Britt Printing & Publishing Company, St. Louis.
William Pfaff, 724 Perdido street, New Orleans.

Industrial Advertisers Association

C. W. Morrison, Chairman, Ingersoll-Rand Company, New York.
J. B. Patterson, P. H. & F. M. Roots Company, Chicago.
J. C. Bowan, Packard Electric Company, Warren, Ohio.
Keith J. Evans, Joseph T. Ryerson & Son, Chicago.
P. C. Gunion, Hyatt Roller Bearing Company, Newark, N. J.
W. A. Cather, Worthington Pump & Machinery Company, New York.
R. K. Birch, Allis-Chalmers Mfg. Company, West Allis, Wis.
W. A. Wolf, Western Electric Company, Inc., New York.
W. A. Austin, Baldwin Locomotive Works, Philadelphia.
A. C. Craig, Hilo Varnish Company, Brooklyn.
P. A. Powers, Benj. Electric Mfg. Company, Chicago.

National Association of Employing Lithographers

A. W. Mudge, Chairman, Forbes Litho. Mfg. Company, Boston.
C. T. Fairbanks, Edwards & Deutsch Litho Company, Chicago.
C. G. Munro, Munro & Hartford Company, New York.
W. F. Powers, W. F. Powers Company, New York.
Max Schmidt, Schmidt Litho. Company, San Francisco.
Joseph Deutsch, Edwards & Deutsch Litho. Company, Chicago
Maurice Saunders, Secretary, National Association of Employing Lithographers, 104 5th Ave., New York City.

Association of Newspaper Advertising Executives

George M. Burbach, Chairman, St. Louis Post-Dispatch.
Frank T. Carroll, Indianapolis News.
Louis Wiley, New York Times.
A. G. Newmyer, New Orleans Item.
R. A. Turnquist, Milwaukee Journal.
J. H. Brockhagen, Oakland Post-Enquirer
A. J. McFaul, St. Paul Dispatch.
A. D. Marks, Washington Post.
Rowe Stewart, Philadelphia Record.
Frank D. Webb, Webb Adv. Agency, Baltimore.
A. L. Shuman, Fort Worth Star-Telegram.
H. B. Muir, London Free Press, (Ont).
Hal M. Fink, New York World.
Harvey R. Young, Columbus Dispatch.

Outdoor Advertising Association

George L. Chennell, Chairman, Columbus Bill Posting Company, Columbus, Ohio.
Harry C. MacDonald, Walker & Co., Detroit.
Leonard C. Dreyfuss, United Advertising Corporation, New York.
E. L. Ruddy, 317 Spadina Ave., Toronto, Canada.
W. W. Workman, Burton System, Richmond, Va.
H. F. O'Mealia, Jersey City Sign Company, Jersey City.
H. E. Stoops, Stoops B. P. & Adv. Company, Chattanooga, Tenn.
George J. Sherer, Minneapolis, Minn.
G. O. Ackerman, Donnelly Company, Worcester, Mass.
George Brandt, Grand Rapids Advertising Company, Grand Rapids.

National Association of Theatre Program Publishers

J. C. Chevalier, Chairman, 108 Wooster street, New York.
E. E. Brugh, Clyde W. Riley Advertising System, Chicago.
John H. Logeman, 114 North Elizabeth street, Chicago.
D. R. Mills, Mills Advertising Company, Omaha.
James G. Sprecher, 625 March-Strong Bldg., Los Angeles, Cal.
F. V. Williams, 711 Penn avenue, Pittsburgh.
D. S. Wertheimer, 133 St. Clair avenue, Cleveland.
Seymour Rice, 501 Waldheim Bldg., Kansas City.
H. F. Askenasy, H. F. Askenasy Company, Boston.

Poster Advertising Association

J. H. Brinkmeyer, Chairman, St. Louis Poster Advertising Company, St. Louis.
Kerwin H. Fulton, O. J. Gude Co., New York.
E. Allen Frost, 29 South La Salle street, Chicago.
W. W. Bell, Secretary, Poster Advertising Association, Chicago.
H. S. Anderson, Utah Bill Posting Company, Salt Lake City.
F. C. Donnelly, J. Donnelly & Sons, Boston.
F. C. Cheshire, Consolvo & Cheshire, Norfolk, Va.
Tom Nokes, Johnstown Poster Adv. Co., Johnstown, Pa.
George L. Chennell, Columbus Bill Posting Company, Columbus, Ohio.
W. W. Workman, Burton System, Richmond, Va.
W. G. Reeve, 1940 Curtis street, Denver, Colo.
G. W. Kleiser, Foster & Kleiser, San Francisco.
A. Van Buren, United Adv. Corp., New York.

Public Utilities Advertising Association

Bernard J. Mullaney, Chairman, Peoples Gas Light & Coke Company, Chicago.
Frank Leroy Blanchard, Henry L. Doherty & Co., New York.
J. C. McQuiston, Westinghouse Electric & Mfg. Company, East Pittsburgh.
William P. Strandborg, Portland Railway Light & Power Company, Portland, Ore.
Charles W. Person, American Gas Association, New York.
Samuel Insul, Jr., Middle West Utilities Company, Chicago.
C. A. Nash, United Light & R. R. Company, Davenport, Iowa.
John C. D. Clark, Boston Consolidated Gas Co., Boston.
James E. Carnes, Nashville Railway & Light Company, Nashville, Tenn.
John C. Mellett, Indiana Public Utility Association, Indianapolis.
P. L. Thomson, Western Electric Company, New York.
C. F. Farley, Kansas City Power & Light Company, Kansas City.

Religious Press Department

John J. O'Keefe, Chairman, Truth Magazine, Inc., New York.
W. J. McIndoe, The Continent, New York.
O. R. Williamson, The Continent, Chicago.
H. W. Beals, Epworth Herald, New York.
T. Albert Hooper, Juvenile Instructor, Salt Lake City.
Kenneth S. Ballou, The Congregationalist, Boston.
B. J. Wolfinger, 150 5th avenue, New York.
Philip E. Howard, Sunday School Times Philadelphia.
H. P. Pagani, Indiana Catholic Record, Indianapolis.

Screen Advertisers Association

Douglas D. Rothacker, Chairman, Rothacker Film Mfg. Company, Chicago.
D. H. Harris, Standard Slide Corp, New York.
Russell Simpson, J. P. Simpson Advertising Company, Dallas.
M. J. Caplan, Metropolitan Motion Picture Company, Detroit.
Paul F. Kendall, Long Bell Lumber Company, Kansas City, Mo.
Bennett Chapple, American Rolling Mills, Middletown, Ohio.
George F. Oxley, National Electric Light Association, New York.

Insurance Advertising Conference

John W. Longnecker, Chairman, Hartford Fire Ins. Company, Hartford, Conn.
E. A. Collins, National Surety Company, N. Y.
Stanley F. Withe, Aetna Affiliated Companies, Hartford, Conn.
E. L. Sullivan, Home Insurance Company, New York.
Clarence A. Palmer, Insurance Company of North America, Philadelphia.
Chauncey S. S. Miller, North British & Mercantile Ins. Co., New York.
Clifford Elvins, Imperial Life Assurance Company, Toronto.
Harry A. Warner, Maryland Casualty Company, Baltimore.
A. H. Reddall, Equitable Life Assurance Company, New York.
Roosevelt L. Clark, Continental Insurance Company, New York.
Luther B. Little, Metropolitan Life Insurance Company, New York.
C. S. Crummett, American Mutual Liability Insurance Co., Boston.

"M. H.", 74, HEARS "MANY HAPPY RETURNS" FROM FELLOW SAN FRANCISCANS

Gen. M. H. DeYoung (left) didn't spend all of his 74th birthday in his office in the San Francisco Chronicle. He took luncheon with the Cabinet, an organization of the city's professional men which meets daily, and was presented with a loving cup as a token of esteem, U. S. Senator Samuel M. Shortridge making the presentation address.

GET CLOSE TO READERS, CIRCULATORS TOLD

Collectors and Solicitors Can Learn What Sells the Paper, N. Y. Meeting Holds—C. H. Congdon New President

(*By Telegraph to* Editor & Publisher)

Binghamton, N. Y., Oct. 24.—The semi-annual convention of the New York State Circulation Managers Association concluded two days session here this afternoon with election of officer and the selection of Rochester as the place for holding the next convention at a time to be decided upon later by the officers and directors. The following officers were elected: President, Charles H. Congdon, Watertown Times; first vice-president, Frank Roberts, Rochester Times-Union; second vice-president, Charles E. Blewer, Binghamton Press; secretary-treasurer, Alfred W. Cockerill, Utica Press; Directors (for two years) Glen S. England, Johnstown Leader-Republican; W. C. Russell, Jamestown Post; and R. J. Mosher, Buffalo Enquirer; (for one year) Dan Tanner, Utica Observer-Dispatch; George J. Erb, Buffalo News, and Ralph Decker, Rochester Democrat & Chronicle.

Charles H. Congdon

Many matters of particular interest in solution of distribution problems were discussed, also various plans for closer co-operation between the circulation and editorial Departments which would make the work of making each paper cover its individual field more thoroughly easier for the distribution end of the business.

It was conceded that newspapers would gain in influence and in circulation if the circulation managers would give more thought to the study of the desires of the readers. It was pointed out that this could be done with little extra trouble by the collectors and solicitors establishing a more friendly footing with the readers with whom they come into closer contact than any of the other employes on the paper and learning what features are of most interest to the greatest number and then working with the editorial department to build up and strengthen those features.

James McKernan, New York World, a past president of the association, told how the Morning and Sunday editions of his publication had made a careful survey of the effect of the various features used, and how increased circulation had been obtained by the strengthening of some and the elimination of others.

F. S. Levy, New York Evening Mail, retiring president, spoke on a similar subject from the standpoint of the Metropolitan evening papers and the discussion which resulted showed a consensus that the time has passed when a newspaper may rely upon its ability to get the greater number of news "scoops" to catch and hold circulation, that newspaper which obtains and elaborates and strengthens the special features which appeal to the greatest number is the one which will be predominantly successful in its community.

It also was demonstrated following a talk by Dan W. Tanner, Utica Observer-Dispatch, that the offering of prizes of real value to agents and carriers is of far greater importance in the building up of circulation today than the offering of subscription prizes to the readers.

In fact, the majority of the circulation managers expressed the opinion that the public has come to look upon the newspaper which offers some small prize as an inducement to subscribe as forced to the last resort in an effort to obtain readers and that such offers usually are found to work to the advantage of the competitor which is content and able to point to the value given in its own columns as its justification for asking public support at the regular subscription price.

In this connection Glenn S. England, Johnstown Leader-Republican, declared that the newsboy is in the final analysis one of the most important factors in the success of a newspaper.

The newsboy, he said, comes in direct contact with the reader more closely than any other employee of the paper and a loyal, hard working organization of news merchants can make any paper a leader if the other departments do their share. The responsibility of the newsboy is twofold, he said, that of service both to the publisher and the reader, and should be recognized as such and the rewards of the faithful should be commensurate in kindly treatment and just compensation.

Charles E. Blewer, Binghamton Press, upheld the contention that independent carriers are preferable in the building up of a steady and profitable circulation to the office-owned route system. He told of his experience along this line and said that not only had a large financial saving been effected through the elimination of collectors but that complaints of irregular deliveries had been reduced nearly 90 per cent.

The circulation men were the guests of the Binghamton Press and the Morning Sun at a dinner at the country club last night with Mr. Levy as toastmaster. Addresses were given by Rev. D. Stanley Shaw, of the Tabernacle M. E. Church of this city; Mr. Congdon, Mr. McKernan, Mr. Cockrell, Robert S. Weir, Syracuse Journal; W. C. Hixson, Syracuse Post-Standard; Ralph E. Bennett, general manager; Lawrence S. Chubbuck, advertising manager, and Frank W. Spaulding, managing editor, Binghamton Press.

In addition to those named others in attendance at the convention were E. S. Dobson, promotion manager of the Brooklyn Daily Times, who was elected to membership; R. J. Bulger, Buffalo Enquirer; Fred C. Miller, Gloversville Herald; Fred R. Arn, Gloversville Leader-Republican; L. J. Hannig, Johnstown Herald; R. S. Moon, Binghamton Morning Sun; Laverne Lewis, Ithaca Journal-News; M. A. Miner, Syracuse Post Standard; and A. B. Parker, Watertown Standard.

WICHITA BEACON EXPANDS

New Press and Larger Quarters for Former Gov. Allen's Paper

With the active resumption of management and editorship of The Wichita (Kan.) Beacon, former Governor Henry J. Allen of Kansas has made a number of changes, both in equipment and organization.

An annex has been built to accommodate a new Goss octuple press of high speed which will augment the Hoe press which has served The Beacon. The news department has been moved to the annex and larger quarters provided for the mechanical departments.

In the general campaign of expansion the departments have shared. S. A. Coleman, formerly managing editor, will devote virtually all of his time to the business phase of the paper, with position of general manager.

Elmer T. Peterson, associate editor, will add to his editorial writing duties those of news direction, having been made managing editor.

Springfield Printers Get $3 Raise

Increase of $3 a week is granted to printers employed on the Springfield (Ohio) Daily News and the Morning Sun, under terms of an agreement reached Oct. 20, retroactive to Oct. 1. The new scale provides a basis of $43 day work and $46 night work, as against $40 and $43, the former basis. A minor change in the working agreement provides that on the Saturday double shift, seven hours shall constitute a day for the last shift. This is applicable to the evening paper which issues both Saturday evening and Sunday morning.

CIRCULATION MANAGERS CHOOSE LOUISVILLE

Central States Group Concludes 14th Semi-Annual Meet in Chicago—Speakers Discuss Circulation Building

Circulation problems of various nature were discussed at the meeting of the Central States Circulation Managers' Association at its fourteenth semi-annual meeting held Oct. 23 at the Hotel La Salle.

About forty members were present and after hearing a number of interesting talks the group divided into two sections—morning and evening papers—for round-table discussion.

The association decided to hold its next meeting in Louisville on June 9, 1924, the day preceding the opening of the International Circulation Managers' Association convention.

G. S. Galloway, secretary of the association, and circulation manager of the Rockford (Ill.) Register-Gazette, was not present, for the first time since the organization of the association, on account of being seriously ill. Fred Rhinehart, of the Chicago Evening Post, served in his place.

Selling values that enter into the marketing of a newspaper, are similar to those of any other commodity, according to W. J. Parker, assistant circulation manager of the Chicago Evening American, one of the speakers.

"Tastes of people differ," he said. "The editor should make all matter readable and attractive as much as possible to please the reading public.

"Arthur Brisbane claims that features are to a newspaper what the track is to a locomotive. Features carry a newspaper along day after day, piling up the circulation thousand after thousand. Throw away your features and you bump along the ties. To determine what features to use takes an unbelievable amount of study. Locality of the paper has quite a bit to do with that, while the type of reader you are after is also a big determining factor.

"A short story, a serial story, beauty and medical advice are items of great value, or should be. Want ads have a big selling value. Editorials by well-known writers have a big drawing power.

"To enumerate all your values simply take your paper and dissect it from the first page to the last, and if you find anything there that is not of real selling value, get rid of it, be it feature story, comic or what not.

"The reading public knows what it wants, and when a newspaper gives them what they desire, that's the one which is going to sell."

Five ways for getting better results from newsboys were enumerated by M. K. Walters, of the Lexington (Ky.) Herald.

"Select the right kind of boys, put a live wire in charge of them, train them right, keep their pep and enthusiasm aroused and furnish them with plenty of amusement," he stated.

"If the standard of boys is kept high, it is not so difficult to get the kind you want. There is no question but that a great many parents would like to have their boys sell papers for the training, but refuse on account of the boys with whom they would be forced to associate."

The value of circular letters in building up circulation was told by Charles Payn, circulation manager of the Indianapolis Star.

"The circular letter should be used only when it is impossible to make personal solicitation," Mr. Payn said. "There are times when you have some special offer to make when you can get fair results by sending out an attractive letter. A good letter takes a lot of time and thought to prepare properly."

Mr. Payn went on to give some hints on letter writing. He also told of the famous "red string" circular letter which helped secure about 4,000 subscriptions in 60 days.

F. M. Hatch, of the South Bend (Ind.) Tribune, discussed prizes and their costs.

Five new members were added. They are: John McIntosh, Indianapolis (Ind.) Star; Fred Piper, Terre Haute (Ind.) Star; J. Frank McDurmond, Attica (Ind.) Ledger-Tribune; Lawrence J. Thornhill, Quincy (Ill.) Herald; C. R. Myers, Quincy (Ill.) Herald.

TRIB'S COLOR WEEKLY AD STAFF NAMED

W. J. Merrill Is Manager While C. L. Pancoast Handles New York Office—Publication to Start Early Next Spring

Plans for the Chicago Tribune's new color venture have progressed so far that the advertising organization is now practically complete, it was announced.

Walter J. Merrill will be the advertising manager of the magazine, which will be a weekly and will be issued on Wednesdays commencing early next Spring. Mr. Merrill has been for some time manager of national advertising for the Tribune.

C. L. Pancoast will be the Eastern advertising representative, with offices in New York. He was formerly manager of the Tribune's New York office. Solicitors for the Western office will be Ray Clark, L. A. Weary and J. H. Sawyer, Jr., while A. R. Leininger, W. I. Englehart and H. H. Seward will be assigned to the Eastern office in that capacity. All except Seward are former Tribune men.

F. B. Gehrgardt has been made Eastern Advertising Representative of the Chicago Tribune, succeeding Mr. Pancoast and D. F. McMahon has been made Western National Advertising Manager, succeeding Mr. Merrill.

Coincident with the publication of the new magazine, of which G. F. Hambright will be promotion manager, the present Tribune coloroto magazine section will undergo some radical changes. It will be increased to twice its size and will be devoted to exclusively to photographs.

SEPTEMBER AD GAIN 5.6%

N. Y. Press Strike Reduces 1923 Total In Comparison

Newspaper advertising in 29 cities was 5.6 per cent greater in volume during Sept., 1923, than in Sept., 1922, according to the figures compiled by the New York Evening Post Statistical Department. The gain noted was 5,845,310 agate lines, the 1923 total being 108,761,641 agate lines, compared with 102,916,331 agate lines in 1922.

Due to the fact that there were five Sundays in Sept., 1923, and four in Sept., 1922, and also to the pressmen's strike in New York, which cost the newspapers approximately 3,000,000 agate lines, no just comparison can be drawn from blanket totals, which are given by cities below:

29 cities listed 26 show gain 3 show loss
126 papers listed 86 show gain 38 show loss
2 no comparison

	1923	1922	Gain
New York...	10,021,602	12,835,616	2,814,014*
Chicago	6,751,593	6,113,805	637,788
Philadelphia.	6,985,792	6,409,427	576,365
Detroit	4,818,030	3,972,822	845,208
Cleveland ..	3,908,175	3,415,950	492,225
St. Louis...	4,005,560	3,672,300	333,260
Boston	5,508,479	5,069,296	439,183
Baltimore ..	4,196,027	4,186,609	9,418
Los Angeles.	7,556,298	6,969,480	586,818
Buffalo	3,247,556	2,993,906	253,650
San Fran...	4,334,291	4,173,568	160,723
Milwaukee ..	2,983,469	2,462,975	520,494
Washington..	3,929,411	3,690,849	238,562
Cincinnati ..	3,259,800	2,805,300	454,500
New Orleans	3,102,679	2,702,521	400,158
Minneapolis..	3,042,066	3,073,045	30,979*
Seattle	2,529,380	2,359,980	169,400
Indianapolis..	2,958,178	2,697,666	260,512
Denver	1,984,584	2,045,204	60,620*
Providence .	2,658,964	2,553,602	105,362
Columbus ...	3,130,752	2,751,165	379,587
Louisville ...	2,683,857	2,271,268	412,589
St. Paul.....	2,263,422	2,090,746	172,676
Oakland	2,021,782	1,802,514	219,268
Omaha	2,044,049	1,942,654	101,395
Birmingham.	1,992,032	1,493,338	498,694
Richmond ..	1,890,829	1,882,167	8,662
Dayton	2,618,406	2,296,490	321,916
Houston	2,334,578	2,182,068	152,510
Totals	108,761,641	102,916,331	5,845,310

* Loss.

Steady Growth of Detroit News Proves Its Great Value To Advertisers and Readers

TEMPORARY fluctuations in circulation mean little in actual results to advertisers. On the other hand, steady growth is a real indication of value. It is proof of popular demand for a newspaper; it indicates reader attention. Without this the largest circulations bring scant results to the advertiser.

Advertisers can obtain valuable information by keeping on record the semi-annual statements of circulation which daily newspapers must render to the United States Government. These statements reveal a history which enables the advertiser to see the trend of circulation over periods of years, and judge the reception which his advertising will meet.

The figures in the box below are taken from statements rendered by The Detroit News to the government in October of each year since 1919—five years. They represent in each case a six months' average of net paid circulation. No waste or free copies, no bulk sales, no left-overs or returns, no special extras, of incomplete papers, nothing but REGULAR NET PAID CIRCULATION—the kind that brings the advertiser substantial results.

October Post Office Statements

Weekdays	
1919	220,290
1920	229,369
1921	225,868
1922	248,155
1923	271,368

Sundays	
1919	190,854
1920	223,809
1921	233,640
1922	240,242
1923	258,136

How The Detroit News Leads

The Detroit News has the greatest circulation in Michigan both daily and Sunday and enjoys a thorough coverage of its trading territory equalled by no other paper in so great a community as Detroit. As a corollary to this leadership, The News stands first in display advertising and second in total advertising in America, Sunday and weekday combined.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan

FRED MOTZ HAS SEEN AND PROGRESSED WITH FAST PARADE OF "SPECIALS"

By ROSALIE ARMISTEAD HIGGINS

FRED P. MOTZ, vice-president of the John M. Branham Company, is one of the best known, best informed and best liked men in the business of newspaper representation today. From his store of knowledge regarding advertising, he might be 50, though in reality he is only 36, and the years have passed by him kindly. He is one of those rare specimens, "a born New Yorker," and was reared in Brooklyn where he attended the public schools and the Commercial High School.

FRED P. MOTZ

At the age of 16, Fred Motz started upon his business career as a stenographer. When asked to tell of his early experience, Mr. Motz smiled.

"Well, when I look back," he said, "I see many, many changes, and recall firms that many specials today do not know ever existed. I started work as private secretary to Frederick I. Thompson, of Smith & Thompson.

"And in this connection, let me say that the Frank A. Richardson Agency, which later became the Smith & Thompson Company, has produced some of the most successful men in the specials' field, and from it have sprung four important firms—Kelly-Smith, John Budd Company, Paul Block, Inc., and the John M. Branham Company. When I joined Smith & Thompson, they had just purchased the old Richardson Agency. A few months before, Paul Block and Herman Halsted had left Frank Richarson and founded the Paul Block Agency.

"Mr. Thompson came from the Memphis Commercial Appeal, and with Will H. Smith, was in charge of the New York office. In the Chicago office was John Budd, who left the Williamsport (Pa.) Grit. We represented at that time what is now the John Budd list.

"I worked for six years with them. With us also was C. F. Kelly, now of Kelly-Smith, who came from Fall River to New York.

"I well recall that the first time I went out to solicit, it was under most unusual circumstances. We had with us a solicitor, a man who was good in his line, but who occasionally imbibed too freely. One morning he came in drunk, and after giving him one look I said, 'For Heaven's sake, get out of here before the boss sees you.'

"He had some important calls to make that day, so I had him make me a list of them and he departed, promising to phone me at noon. He did phone and he was worse than before. There was nothing left for me to do but to rush out and make those calls. I did so, came back, wrote out a report of each one, as he would have done and settled down to my regular work.

"In the afternoon, Mr. Thompson called for this solicitor. I said he had been in, but had gone out again. Mr. Thompson wanted to know how things had gone that day. I handed him the reports. I thought the incident was closed. The next morning he called me into his office and said, 'Mr. Blank was drunk yesterday, wasn't he?' I replied that I did not know. He pressed me for an answer and I again said that the solicitor had been to the office and I did not know anything about whether he was drunk or not. But his next question got me.

"'Who made those calls,' he fired at me. I had to answer, 'I made them.' Shortly after this the solicitor lost out, because of numerous offenses of this kind.

"After I had been there for about five years, Mr. Thompson bought the New Orleans Item disposing of his interest in the firm to John Budd, and the firm of Smith & Thompson became Smith & Budd.

"In 1909, at the age of 22, I left the firm and took charge of the New York office of Barnard & Branham. We had five people in the organization, and represented the Atlanta Journal, Shreveport Times, Nashville American and the Southern Agriculturist. Today the first three papers are still on our list and we have ceased to represent farm papers. On the death of Mr. Barnard, the John M. Branham Company was incorporated in 1911 and I became a director. In 1916, I became vice-president.

"You have asked me to give you the evolution of special representation. That is just like asking me to rebuild New York. Very few of the present representatives can even recall such old timers as Wally Brooke, Will Smith, Frank Richardson, T. S. Hand, Adrian Knox, M. Lee Stark, Bob McQuoid, C. J. Billson, Sam Beckwith, L. H. Crall, Henry Bright and the old J. E. Van Doren Agency. What a remarkable change has taken place!

"Some of the above are still in business, while others have passed beyond. The most remarkable change, however, is in our methods of working.

"Circulation statements were not known, rates were anything but standardized. Friendship played a tremendous part in the placing of any business. How long a solicitor could stand on his feet at Lipton's Cafe in 41 Park Row, then the Times Building, was necessary qualification. Today a special representative is really a publisher's representative, with complete service, a careful analytical understanding of the field the paper covers, co-operative information for all advertisers, a staff of high class salesmen, in about seven different cities all over the country, to give instantaneous covering on advertising campaigns breaking anywhere in the country.

"In the old days, the expenses of a representative covered a small staff, and what the owner of the agency drew for his own needs. Today you find anywhere from 20 to 25 salesmen, statistical bureaus, numerous offices and large traveling expenses. It costs a good representative today as much to maintain his office for one month as it did the old representative for two years.

"We owe a whole lot to the old timers. Improvement in our work has naturally been occasioned by changing conditions, young businesslike men coming into the various organizations and a careful study of just what we are supposed to do. A publisher's representative today not only represents the publisher in advertising but in practically every department of the paper, from buying newsprint to comics.

"Representation today, however, is not seeing how much you can get out of your business, but how much you can put back into it, to insure its being lasting and to insure its giving the full return. The day of the one-man agency is gone. It is now complete organization work. The old representatives spent a good deal of their time in seeing how many papers they could take from each other. The really good representatives of today are the representatives that are building up the papers on their list without attempting the destructive policy of unsettling various publishers on flimsy pretenses of greatness. The business of today is fundamentally sound and the agency that organizes properly with the welfare of its publishers and the advertising business at heart, is the agency that will continue to build properly for years to come."

RUMELY MUST SERVE

Appeal of Former N. Y. Evening Mail Editor Denied

A review in the case of Edward A. Rumely and others sentenced to the penitentiary during the war for failing to report to the Alien Property Custodian their indebtedness to the German government in connection with the purchase of the New York Evening Mail, was denied by the Supreme Court, Oct. 22.

Rumely, former publisher of the Mail, with S. Walter Kauffman and Norvin R. Lindheim, lawyers, were convicted on charges of conspiring to defraud the government in 1920. The Circuit Court of Appeals at New York affirmed the conviction July 28, 1923. Protesting against the "war-time verdict" of the jury, Rumely, declaring he was not guilty, immediately appealed to the higher court.

The two lawyers are alleged to have prepared a report filed with the Alien Property Custodian that the Evening Mail was American-owned, when at the time it was the alleged property of the Imperial German Government.

The defendants were sentenced in the Federal District Court to serve one year and a day in the federal penitentiary.

Airplane Service Costly

The Pacific and Atlantic Photograph Service, part of the Chicago Tribune Newspapers Syndicate, spent more than $10,000 on airplanes in four months, it reports. The amounts were as follows: Dempsey-Gibbons fight, $2,300; Willard-Firpo fight, $1,000; Harding funeral, $3,100; Dempsey-Firpo fight, $1,300, and Japanese earthquake, $3,000.

CLARENCE

by CRAWFORD YOUNG

The Philadelphia Item is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

The Washington Star Is a Home Paper

The newspaper that goes into the home regularly — day after day—is the newspaper that is read *thoroughly* and *thoughtfully* — and has 100% efficiency as an advertising medium.

In the National Capital it is The Star.

Without The Star you do not cover the field—but with it you don't need any other paper.

The Evening Star.

WASHINGTON, D. C.

New York Office
Dan A. Carroll
110 East 42d Street

Chicago Office
J. E. Lutz
Tower Building

Proof of the pudding is in the eating!

—an old adage, but true.

Here's The "Pudding":

—100,000 lines of Local Display Advertising added to your paper yearly, without additional cost to you!

Here's The Proof:

—the new portfolio of facts, entitled—

"Local Display from a new source"

—just off the press. Gives all details, facts and figures and letters from America's leading dailies regarding the WEEKLY BUSINESS REVIEW plan of

Thomas W. Briggs Co.

Home Office: MEMPHIS, TENN.

Write for your copy today. It's well worth while and entails no obligation on your part.

P.S.—Available to Newspaper Men and Publishers ONLY.

CORSICANA READY FOR 10th DISTRICT MEET

President Lou Holland Chief Speaker at Southern Section Gathering of A. A. C. W. In Texas, Nov. 5-6-7

The official program of the annual convention of the Tenth District Associated Advertising Clubs of the World comprising Texas, Louisiana, New Mexico, and Arizona at Corsicana, Tex., Nov. 5, 6, and 7, is as follows:

SUNDAY

Sunday, November 4th, open house at the Corsicana Country Club.

MONDAY

First Session—Elks' Club Auditorium

8:30 to 9:30 A. M.—Registration, Elks' Club.

9:30 to 10:00 A. M.—Opening exercises. Invocation by Rev. I. T. Jones. Address of Welcome, J. S. Eubank, Mayor of Corsicana. Response, Marcellus E. Foster, publisher Houston Chronicle.

10:00 A. M.—"Some Fundamentals of Direct-by-Mail Advertising," Tim Thrift, advertising manager of American Multigraph Sales Company, Cleveland, Ohio. Illustrated with exhibits.

11:00 A. M.—"Retail Merchandising Through Store and Window Display," John E. DeWild, merchandising director Ely-Walker Company, St. Louis, Mo. Illustrated with exhibits.

12:15 P. M.—Corsicana Advertising Club luncheon, Y. M. C. A. Auditorium, Leo T. Dernier presiding. Speaker, Lou E. Holland of Kansas City, president Associated Advertising Clubs of the World. Selections by Dallas Advertising League Quartet. Special entertainment by Corsicana Advertising Club. Music furnished by the Corsicana Daily Sun Band.

Second Session—Elks' Club Auditorium

2:15 P. M.—"Modern Merchandising," Jack Dionne, publisher of the Gulf Coast Lumberman and California Lumber Merchant, Houston, Texas. Illustrated with humorous observations of the past and present.

2:55 to 3:15 P. M.—Discussion from the floor.

3:15 P. M.—"How a Newspaper May Promote Its Own Sales With Advertising," Douglas V. Martin, Jr., director of publicity St. Louis Globe-Democrat, St. Louis, Mo. Illustrated with exhibits.

4:15 to 4:45 P. M.—"What Men Don't Know About Advertising to Women," Marie Wathen, advertising manager Wolf & Marx, San Antonio, Texas.

4:45 to 5:15 P. M.—"An Advertising Salesman's Duty to His Buying Public," William Brockhausen, local sales manager Sunset System, San Antonio, Texas.

5:15 to 5:45 P. M.—"House Publications," Beeman Fisher, advertising manager Texas Power and Light Company.

7:30 P. M.—Red Dog Stag Smoker, Elks' Club Building, Elks' Club as hosts. Music by Corsicana Daily Sun Band.

7:30 P. M.—Theater party, Palace Theater, for ladies.

TUESDAY

Third Session—Elks' Club Auditorium

9:30 A. M.—"What Texas Has to Advertise and How to Advertise It," Theodore H. Price, editor Commerce and Finance, New York.

11:00 A. M.—Debate, "Resolved, That Special Editions and Special Pages Are Really Worth While to Publisher and Advertiser." Affirmative: Al Shuman, advertising manager Fort Worth Star-Telegram; Harry Cohen, publisher Galveston Tribune. Negative: Dale Rogers, president Rogers-Gano Advertising Agency, Houston; Joe Dawson, vice-president Southwestern Advertising Company, Dallas.

12:15 P. M.—Y. M. C. A. Auditorium. Corsicana Lions' Club Luncheon, Sydney Marks presiding. Speaker, Theodore H. Price, New York. Special entertainment by Lions' Club. Music by Corsicana Daily Sun Band.

2:00 P. M.—Official photograph in front of Y. M. C. A.

Fourth Session—Y. M. C. A. Auditorium

2:15 P. M.—"The Neosho Plan," Gurney Lowe, counselor Associated Advertising Clubs of the World, Neosho, Mo.

3:30 P. M.—Debate: "Resolved, That the Use of Comparative Prices Is Justified in Retail Advertising." Affirmative: Joe H. Fierstein, advertising manager Levy's, Houston; Bert Barber, advertising manager Meacham's, Fort Worth. Negative: J. Milton Pandres, advertising manager Titche-Goettinger Company, Dallas; George Clark, advertising manager, Thompson's, Galveston.

4:30 to 5:30 P. M.—Critique of Advertising Exhibits, Harold Kayton, general manager Sunset System, San Antonio, leader. Reviewers: A. H. Cadwallader, vice-president Cadwallader, Coulter & Payne, San Antonio; R. C. Dyer, president R. C. Dyer & Co., Dallas; Leo T. Dernier, Dernier & Wilson & Wilson, Corsicana; George B. Forristall, advertising manager Foley's, Houston; Jake Gernsbacher, advertising manager Gernsbacher & Co., Fort Worth; Percy Montgomery, El Paso; W. J. McInnes, Roswell, N. M.; Otto Bruck, advertising manager Beaumont Enterprise, Beaumont; Gratz True, sales manager Robert H. True Printing Company, New Orleans; J. H. Binkley, Binkley Advertising Agency, Sherman; W. V. Crawford, advertising manager Sanger Bros., Waco.

3:30 to 5:00 P. M.—Bridge party for ladies, Elks' Club Auditorium.

8:30 P. M.—Reception. Corsicana Country Club as host, Richard Mays, president; J. D. Cunningham, chairman house committee; T. J. Hickey, chairman general arrangement committee. Music by Corsicana Daily Sun Orchestra.

WEDNESDAY

Fifth Session—Elks' Club Auditorium

9:30 A. M.—"The Advertising Trend," Lou E. Holland, president Associated Advertising Clubs of the World, Kansas City, Mo.

10:30 to 11:30 A. M.—"The Progress of Organized Advertising," Carl Hunt, manager the Associated Advertising Clubs of the World, New York.

11:00 A. M.—Business session. Selection of 1924 convention city. Award of trophies, report of committees, election of officers.

12:15 P. M.—Y. M. C. A. Auditorium. Corsicana Rotary Club Luncheon, John C. Calhoun presiding. Speaker, John E. DeWild of St. Louis. Other special entertainment furnished by the Corsicana Rotary Club. Music by the Corsicana Daily Sun Band.

2:15 P. M.—Chamber of Commerce oil field excursion, R. J. Jackson, president; O. C. B. Nau, manager Chamber of Commerce, in charge. The entire delegation will march in a body to the T. & B. V. station, where they will board the Corsicana Chamber of Commerce Oil Field Special for a tour of the Corsicana Wonder Gusher oil fields, with daily production of over 200,000 barrels. En route to the fields the delegation will pass over the new Corsicana $500,000 fresh water supply, Lake Halbert; through Mildred, the new oil town, and the Forest of Derricks to Navarro, where a special entertainment will be provided by the Corsicana Chamber of Commerce, featuring a gusher oil well "going over the top."

High Point (N.C.) Has New A. M.

The High Point (N. C.) Herald made its first appearance Sunday morning, Oct. 16. It will be issued mornings except Monday. John Beasley, formerly of the Monroe (N. C.) Journal, is managing editor; H. A. Millis is president, and L. C. McCaskill and O. E. Sayers will have charge of business and advertising.

A. F. L. CENSURES N. Y. STRIKE

Portland Meet Approves Berry's Stand Against Outlaw Pressmen

Newspaper matters occupied an unusually conspicuous place in the national convention of the American Federation of Labor held in Portland, Ore. In the first place the strike of the New York pressmen and its settlement was discussed more than any other subject. The union officials cited it again and again as evidence that they are determined to maintain the sanctity of industrial agreements, and that employers generally should appreciate the position they have taken.

In this they had the support of an overwhelming majority of delegates at the convention. The sentiment was brought out very strongly on the arrival at the convention of Major George L. Berry, international president of the printing pressmen and assistants' union.

The pressmen's strike, said Mr. Berry, did not permit of any compromise.

"It was surely a question as to whether the International Union would be stampeded against right and justice," he told the convention, "or show the courage that we were compelled to show if we were still to retain the integrity and standing that every international union is entitled to."

The same thought in more detail was developed by Major Berry when he and the other union heads were the guests of the Portland Press Club at a largely attended smoker. The labor leaders told the newspaper men that the outcome of the New York strike might be taken as strong assurance that there would be no more strikes by irresponsible groups of pressmen or other organized crafts in any city.

Donald Sterling, managing editor of the Oregon Journal, presided at the smoker, and brief addresses were made by Mr. Leary, O. C. Leiter, managing editor of the Portland Telegram; Fred L. Boalt, editor of the Portland News, and H. E. Thomas, city editor of the Oregonian.

To The Advertising Managers And Agency Space-Buyers:

What further evidence than the A. B. C. Audit just made of the Peoria Evening and Sunday Star is needed to prove that this newspaper is the biggest and best in Peoria.

After all it is circulation you are buying. The Star has it by several thousands and will carry your story into all the worth-while homes in Peoria and the small towns outside and at a cost lower per thousand circulation than any newspaper in the country. The average net paid for September was Daily 27,839, Sunday 21,003.

For full particulars write

FRALICK & BATES, Inc.

New York	Chicago	Los Angeles	Atlanta
154 Nassau St.	605 N. Michigan Ave.	Security Bldg.	Candler Annex Bldg.

And Now—Let's Talk About CIRCULATION

FOR the past two years THE WORLD, through the medium of full-page advertisements in a number of leading newspapers of the country, has been broadcasting an impressive record of advertising gains.

During that period THE WORLD'S total advertising increase has approximated 3,000,000 lines, by far the largest aggregate gain shown by any newspaper in Greater New York.

In the first eight months of this year THE WORLD gained nearly 1,000,000 lines of advertising over the same period of 1922. Of this huge increase 800,000 lines represents the gain of the week-day WORLD, and is 22% in excess of the six-day gains of *The Times, The Tribune* and *The American* combined over the corresponding period last year.

Far-sighted advertisers will be quick to sense the *reason.*

And the *reason* lies in the fact that THE WORLD is first, last and always a New York *newspaper,* built for New Yorkers.

After all, the first duty of a good newspaper is to print *all* the news of the community it serves. News increases in importance with its proximity to the folks who read it.

The biggest "story" since the Armistice was the earthquake in Japan, yet even this cataclysm would have been crowded off the first page had it happened on the same day as another Wall Street explosion or a repetition of the "General Slocum" disaster in the East River.

It is THE WORLD'S sense of its responsibility to New Yorkers, in that it favors *their news* above the happenings of the world remote from their interests, that gives it an advantage which advertisers are rapidly recognizing.

And this advantage may be summed up in two brief statements:

A—THE WORLD is purchased each week-day morning by nearly 100,000 MORE New Yorkers than its nearest standard-size competitor.

B—On Sunday, THE WORLD is purchased by nearly 50,000 MORE New Yorkers than The Times, The Herald and The Tribune combined.

So much for circulation—which is the life-blood of advertising, and is therefore directly responsible for the consistently increasing gains set forth in the opening paragraphs of this advertisement.

Manufacturers who advertise in New York newspapers obviously want to reach New Yorkers. The very fundamentals of economy would prompt the use of that paper which best serves the New York public, as evidenced by its circulation supremacy in the greater city.

New Yorkers want to know about New York. It is the city in which they live and buy their merchandise.

Many years ago the merchants of New York learned the value of concentrating their efforts directly in the territory within daily reach of their stores, and THE WORLD offers a greater concentration in this territory than any other newspaper in its field.

The World

MALLERS BUILDING
CHICAGO

PULITZER BUILDING
NEW YORK

FORD BUILDING
DETROIT

TITLE INSURANCE BUILDING
LOS ANGELES

MARKET AND THIRD STREETS
SAN FRANCISCO

SECURITIES BUILDING
SEATTLE

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space Buyers

II. PEORIA—*The "No Strike" City*

By HARRY R. DRUMMOND

PEORIA being 111 miles east of the Mississippi river and 111 miles west of the Indiana state line; the Mississippi river being the western boundary of the state, seems to have some justification in claiming to be close to the center of the sovereign state of Illinois.

Being half way between Chicago and St. Louis, and being the second city in population in Illinois, Peoria is a hub city around which, for a distance of nearly 100 miles revolves a wheel of animation occupying the most highly assessed farm land in the United States.

Peoria, with a population of 76,121, is adjoined by several "boroughs" which, except for political boundaries, are really parts of the city. These include East Peoria, Averyville, Bartenville, Peoria Heights and West Peoria, and they swell the population to 110,000 people, 87 per cent of whom are native born whites.

In a retail way Peoria is a pretty respectable market. The retail merchants of the city collectively distribute some $62,000,000 worth of merchandise annually, which means that the retail trade of Peoria, figuring six days to a week and fifty-two weeks a year, averages around $197,000 a day—and that is SOME business.

Four big department stores will handle more than $10,000,000 of this annual business, and a splendid lot of specialty stores and smaller retail estabishments do the rest of it.

The leading store, both in volume of sales and prestige is Block & Kuhl. Clark & Co. is second, P. A. Bergner & Co. third and the Peoria Dry Goods Company is fourth of the big stores, both in volume and quality of merchandise handled, and the way it is handled.

In appearance Peoria reminds one of Erie, Pa., substituting the Illinois river for Lake Erie, and Liberty street for Main street.

The same kind of stores, about the same size, the same kind of people on the street. And this is written in a complimentary way, too.

Time was, in the B. V. D. (before Volstead days) when Peoria was known as being the greatest whisky-producing community in the world. Many thought that the 18th amendment was the obituary of Peoria, but they were wrong. Peoria today is larger, stronger financially and in every other way than it ever was when it was known as the leading hooch factory.

Peoria manufacturers today are clean-minded. Witness the fact that Peoria produces more washing machines than does any other city in the country. Another tremendously important industry is the manufacture of women's aprons. Food products are put into containers in Peoria to be taken out of these containers in practically every city in the country.

But the farm implements produced in Peoria run into big money more rapidly than any other single article of commerce—$125,000,000 is invested in manufacturing industry in Peoria and 18,000 workers thank the cashier each week for pay earned therein. These industries produce and sell $200,000,000 worth of goods annually.

One particularly happy condition in Peoria is that practically all the "big business" of the city is owned and controlled by the founders, or the sons of the founders—and the "big boss," being "home folks," knows his own people and this understanding prevents strikes or labor trouble of any kind. Peoria is known as a "no-strike" city.

It might be remarked in passing that the Holt Manufacturing Company, of Peoria, produced the "caterpillar," that motive power that enabled the "tanks" used in the late European misunderstanding, to go hither and yon, in quest of Germans who needed attention from the Allied armies.

The first gasoline engine produced in America was made to work by Charles E. Duryea, in Peoria, and the first gasoline motor boat was launched in Lake Peoria.

Peoria people are pretty well sold on Peoria as a place to live. They are most awfully permanent residents, and have built many very beautiful homes—big, spacious homes, with lots of yard, lots of grass, lots of trees and a home atmosphere which is typically mid-western and altogether charming.

The residence section of Peoria is one in which any one might be proud—and Peorians are modestly proud of it.

In an educational way Peoria is vitally interested in the uplift idea. Thirty grade schools, two high schools, eight parochial schools, a big business college, several conservatories of music and four high schools in the adjoining boroughs attend to the preliminary work of teaching the young idea how to shoot, and Bradley Institute takes them on and on, up through the various academic courses, and also specializes in vocational and trades, including automobile, practical electricity, machine shop, wood working, drafting and tractor work.

The Horological School, which is a department of Bradley Institute, is recognized as the leading school of its kind in the world, and modestly admits that it has at least one student from every country in the world, and from every state in the Union.

However, in addition to the courses taught, all students receive special instruction as to how to live; how to get the best out of life—not only along financial lines, but in acquiring social and artistic knowledge—the idea being that the carpenter who knows and appreciates art, literature and music and how to live, makes a better carpenter than the man who merely knows carpentering.

This may look altruistic and superficial on the surface, but they say it works out advantageously in a commercial way.

It certainly is demonstrated in the appearance of the homes of the less prosperous citizens, whose more humble dwellings are kept in splendid repair and looking smart and trim—homes of people who really know how to live and live well.

There are approximately 7,000 autobiles owned in Peoria, which means one to every twelve people on an average—a pretty high percentage.

Peoria is the central point of the greatest corn belt in the world, and naturally corn and corn products have a great deal to do with the wealth and prosperity of Peoria.

The agricultural activity around Peoria is of tremendous importance.

Adams street, the longest street in Peoria is 10 miles long. There are 90 miles of paved streets in the city and about 70 miles of unpaved streets. The park system of Peoria is elaborate and pretentious far beyond that of almost any city of any where near its size in the country, and the Country Club is something to rave about—not only the Club itself, but the view of the surrounding country. A veritable Corot brought to life, as it were.

The transportation problem of Peoria is solved by the A., T. & S. F.; C. & A.; C. & N. W.; C., B. & Q.; C. P. & St. L.; C., R. I. & P.; C., C., C. & St. L.; I. C.; L. E. & W.; M. & St. L. Penna; P. & P. U.; and T. P. & W. railroads; the Illinois Traction System and the Peoria Railway Terminal Company electric lines. There are 137 passenger trains in and out of Peoria daily, and 158 freight trains. Peoria loads an average of 165 cars of freight each working day.

One hesitates to write of the roads surrounding and leading into Peoria—hesitates because, with few exceptions, they are really nothing to write home about. However the subject must be touched upon—as lightly as possible perhaps, but it is gratifying to realize that a grand finale mitigates the unpleasantness.

Out in Illinois roads are designated as either "hard" roads or dirt roads. A "hard" road means a road made of something other than Illinois loam.

While Illinois loam is ideal for farming purposes, it leaves much to be desired in the way of road making material—being dusty in dry weather and affectionately sticky during the damp or moist periods. So, in reality, a soft road is a hard road to travel—and a hard road is "pretty soft" for the autoist at all times.

His Excellency, the Governor of Illinois, is endeavoring to secure the passage of a bill authorizing the sale of state bonds amounting to several millions of dollars, said millions to be literally thrown into the streets, as it were, in hardening the roads of the state. And this is no small matter, either.

The merchants of Peoria are preparing for a greatly increased business that is sure to result from the hardening of the arteries of commerce, and they estimate that within two years there will be several hundred added miles of hard roads leading into Peoria, which will materially increase the floating population, and naturally increase the floating currency.

Meanwhile, however, any market that averages more than $197,000 a day in retail sales is a market to figure on—a market worthy of deep thought on the part of any national manufacturer. It is far past being a potential market.

FIGURING on how the money is spent, the kind of merchandise Peoria people pay for, last year it ran something like this:

Automobiles	$3,239,000	Coffees, Teas, Spices	1,326,000
Auto Accessories	761,000	Househl'd Furniture	1,081,000
Auto Tires & Tubes	1,738,000	Groceries & Provisions	43,115,000
Bakery Products	2,633,000	Hosiery & Knit Goods	1,376,000
Builders' Supplies	2,572,000	Lumber, Building Only	2,446,000
Canned Goods	1,211,000	Silk & Fancy Goods	1,450,000
Men's & Boys' Clothing	2,412,000	Shoes, Leather & Rubber	2,764,000
Women's Cloaks & Suits	2,365,000		
Drugs & Toilet G'ds.	1,020,000		

Paper Suit Date Set

Wednesday, Dec. 12, has been fixed as the date for a hearing in United States court at Richmond, Va., of a $320,000 suit of the La Compagnie de Pulpe de Chicotimi, a Canadian concern, against the Bedford Pulp & Paper Company of Richmond. A counter suit of the latter company, claiming damages of $140,000, will be tried at the same session of the court. Breach of contracts is alleged in each suit.

MEMPHIS PRESS HITS FAIR "BUNK"

Recent Campaign Against Fakirs, Incident Attractions, and Profiteering Concessionaires Wins Approval of Citizens

A whirlwind onslaught on press agent "bunk" and indecent carnival attractions has just been completed by The Memphis Press.

The campaign was launched during the Tri-State fair just held in Memphis and was directed at the misrepresentation of press agents and the obscene shows and fake attractions brought to Memphis during the fair.

The campaign brought an unusual response. The Press had to install extra phone service to answer calls of congratulations and approval which poured in. Letters and personal calls by Memphis residents who endorsed the expose, were also numerous.

The expose was conducted by Allen W. Elliott, managing editor of The Press who wrote daily accounts of the fair fakes and misrepresentations, using his pen name of Forrest Lee. Elliott was formerly with the Chicago Tribune and Herald and Examiner.

The fight resulted in promises by the fair management of improvements and a general cleanup next year.

The war started after a press agent for the Johnnie Jones shows delivered a mass of press agent literature at the Press office with requests that it be printed. The press agent left a stack of passes to the shows in payment. The shows do not use paid advertising.

A personal investigation was then started by Mr. Elliott into the character of the shows and other features of the fair. His investigation resulted in the unprecedented campaign against the frauds, fake shows, obscene attractions, high prices, and gambling devices permitted at the fair.

Two days after the campaign started all refreshment stands and lunch booths at the fair put up signs giving the prices.

The series of articles drew such wide attention that the street sales of The Press went up 600 daily during the campaign.

During the last day of the campaign Elliott, with L. G. Swarts, city editor of The Press, was surrounded by a group of showmen at the grounds. Elliott, by putting his hands in his coat pockets, bluffed the show gang into believing he was armed, and managed to extricate himself and Swarts from the attack threatened by the show attaches.

Newspaper Men Win Over Police

Two members of the Memphis press staff came off victors in recent encounters with members of the police force. The Press has been conducting a campaign against the police. L. G. Swarts, city editor, who was arrested by a traffic policeman who berated Swarts, won a dismissal of charges of disorderly conduct in police court. The policeman was forced to apologize. Harold Cohen, police reporter, had a city detective arrested for cursing him. The city detective was fined $25 in police court and reprimanded by the judge.

Hosfelt Buys Colton Courier

F. S. Hosfelt, of Rialto, Cal., recently purchased the Colton (Cal.) Courier, adding a daily newspaper to his chain of three weeklies in California. Hosfelt is also owner of the Rialto (Cal.) Record, Highland (Cal.) Messenger, and the Bloomington (Cal.) News.

Rochester After Bok's Award

The Rochester (N. Y.) Democrat & Chronicle is daily publishing plans for peace which have been entered in Bok's $100,000 prize contest by residents of that locality. The paper is, in addition, giving considerable publicity to the contest to stimulate interest in Rochester.

Peoria Is Booming!

(*Second City in Illinois*)

We are broadcasting this message to all interested in covering Peoria and The Great Illinois Corn Belt. This rich market is booming! Bumper crops predicted—farmer coming into his own—Peoria Building Permits breaking all records—one project embraces erection of 3½ million dollar power plant. Increased industrial activity.

Evening Journal and Morning Transcript, Dominant Papers, have largest circulation in their history, covering 32,440 of the 38,000 homes.

Following figures just published show lineage carried in three Peoria papers from January 1st to July 1st, 1923.

	Local	Foreign	Department Store
TRANSCRIPT (6 DAYS)	1,599,976	762,622	509,166
JOURNAL (7 DAYS)	3,677,170	908,978	1,110,984
3rd PAPER (7 DAYS)	3,308,326	758,968	899,934

	Food & Grocery	Financial	Auto & Accessory
TRANSCRIPT (6 DAYS)	223,034	87,906	103,250
JOURNAL (7 DAYS)	245,630	95,662	284,914
3rd PAPER (7 DAYS)	201,138	76,518	215,390

This rich market spends 80 million dollars annually—get your share—reach its buying power by including Journal-Transcript in your list. Write advertising manager for information or co-operation.

PEORIA JOURNAL-TRANSCRIPT

PEORIA, ILLINOIS

FIRST BY MERIT

—in Service to Readers
—in Results to Advertisers

CHAS. H. EDDY CO., National Representatives, Chicago—New York—Boston

The New York Times

and Its Readers

From the Springfield (Mass.) Union

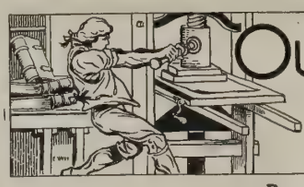
The Springfield Union extends its congratulations to The New York Times, which Sunday, October 7, printed the largest edition in its history, if not the largest regular edition ever published by any newspaper anywhere. It consisted of twelve sections, comprising a total of 192 pages, of which all but 24 were full-size. The presses turned out 565,000 copies, and the total weight of the paper consumed was 877 tons. The Times modestly records the fact that this monster edition, although it did not use that properly descriptive word, carried 862 columns of advertising. Never before has any regular edition of a New York newspaper printed so large a volume of what The Times calls "spontaneous advertisements."

The mere publication of a newspaper of such proportions may not be in itself a remarkable achievement in these days of huge presses and marvelous mechanical facilities. Many newspapers not nearly so pretentious as The Times might have accomplished that feat. But we doubt whether any other newspaper has ever put into a single issue the wealth of carefully selected news and special features that characterized this particular edition of our New York contemporary. It was a quality product throughout, and it is gratifying to note that advertisers gave abundant evidence that quality appealed to them more than volume of circulation, which they could have obtained in somewhat greater quantity elsewhere. * * *

The Times unquestionably stands today as the foremost exponent of wholesome, intelligent and enterprising journalism. Its steady growth and the esteem in which it is so universally held should be an object lesson to those newspapers that seem to believe the American people are thirsting for sensationalism and have precious little inclination toward the kind of journalism that maintains a fair sense of proportion. * *

If The Times very frankly makes no appeal to low-brows, it just as studiously avoids class distinction in the other direction. It simply assumes that the vast majority of people are clean-minded and quite as capable of judging quality in a newspaper as in anything else.

To mirror life as it is undoubtedly is one of the functions of the press, but too many newspapers conceive this to mean that they must hold up the seamy side to constant view without ever giving prominence to those things that betoken the advancement of mankind. Merely because a city has a sewerage system gives no occasion for daily describing everything that runs through it. Because the underworld occasionally claims attention is no reason why the world above should be neglected.



Our Own World of Letters

By JAMES MELVIN LEE

PEARSON'S MAGAZINE has the reputation of being a radical periodical. But this fact should not detract from any article in its pages, provided the facts are stated correctly.

The issue for October has as one of its features "Why Our Newspapers Are at Nadir," by Roy L. McCardell. The author is a practical newspaper man on a New York newspaper which has the reputation of being unusually fearless and independent in all matters. Consequently, the charges brought against the press in this article can not be lightly dismissed.

What Mr. McCardell has to say about illegitimate publicity in newspaper columns only emphasizes the definite stand taken on this matter by EDITOR & PUBLISHER. Unquestionably, American newspapers—there are exceptions of course—print too much of the material furnished not only by the publicity men of corporations, but also by the publicity agents of the labor unions. There has been a decline in independent research by reporters sent out by the city editor to get facts not carbon statements issued by publicity men. The importance of the reporter serving only his own newspaper is too often overlooked. Mere economic reasons do not, in my opinion, justify this decline of accurate reporting.

But the critic should have the same aim as the reporter—to print the facts without color or slant. For instance, Mr. McCardell in his article in Pearson's says that, "On April 30th last, the Harriman bank's publicity man published a paid notice in the New York Times, a significant warning to the press, urging corporations not to advertise in newspapers and other journals that editorially attacked them."

Now a *"paid notice,"* if it means anything, creates the impression on the part of the reader that the newspaper has printed in its news columns something for which it has received compensation from an interested party. (If doubt is held on this matter, ask the man on the street what he understands by a "paid notice" in a newspaper. The New York Times for April 30, 1923, did contain not a paid notice, but a silly advertisement in its display columns in which the Harriman Bank advocated that an advertiser should govern his patronage by the editorials, and added that advertisers in most instances have themselves to blame for radicalism that is rampant.

The paid advertisement concluded with this stale joke which attacks all newspapers:

> A kind old gentleman seeing a small boy carrying a bundle of newspapers under his arm said: "Don't all those newspapers make you tired, my boy?" "Naw, I don't read them," was the response.

In commenting about this silly advertisement, I want to strongly endorse one thing in it. I refer to the quotation attributed to the late President Harding, who is reported to have said that, "If he were going to lecture on journalism, his theme would be a little less eagerness and much more accuracy." The advertisement added, "It is thought that will bear expansion." It will. It will bring the reporter back to his proper place on the American newspaper. "For when all is said and done," the reporter is the life of the paper.

* * *

AT the present time when college text books are being so closely scrutinized by statesmen and others as to content, it is interesting if not profitable for owners of newspapers to glance at what is said about the press in the same volumes. Possibly, the text book on ethics having the largest sale in American colleges is "Problems of Conduct" (Houghton Mifflin Company) by Durant Drake, Professor of philosophy at Vassar College.

The quotation from page 254 illustrates what Professor Drake wants the American college student to believe about American newspapers:

> It is impossible to rely on the political or industrial information given in our newspapers; they are privately owned, subservient to "the interests," unwilling to publish anything that will offend them. They misrepresent facts, give prejudiced accounts of events, gloss over occurences unfavorable to their ends, circulate unfounded rumors to create opinion, pounce upon every flaw in the records of opponents,—going often to the point of shameless libel,—while eulogizing indiscriminately the politicians of their own party. They cannot be counted on to attack industrial wrongs or politically protected vice. They are organs neither of an impartial truth-seeking nor of public service.

It is any wonder that students leave college halls with little, if any, respect for the American press, when they have to read in their text books such passages as that just quoted? Nor does Professor Drake stop here. College students read in his text:

> The most serious aspect of this matter is the foolish silence of the papers with reference to anything that might injure the business of their advertisers; because of this, many wrongs are hushed up and many reforms blocked. The papers are muzzled because they cannot afford to tell the truth when it will offend those who supply their revenue.

The one book relating to journalism, which Professor Drake would have college students read, above all others, is "The Brass Check" by Upton Sinclair, (page 258).

Such instruction in the college class room about the American press ought not to be passed unnoticed by any editor or any teacher of journalism, who has decent respect for the dignity of the field in which he daily labors.

For a paragraph or two, I want to take the witness stand. When the milk strike started in New York City, I determined to make a definite survey of how the news of the strike was reported in all New York newspapers. With the help of 300 students, I collected something over 15,000 interviews on this subject, and made a sincere attempt to cover the strike in all its phases, from the number of bottles of milk received daily to what help, if any, was rendered the milk companies by the police of New York City.

I have space for only one fact. With the clippings from all the papers, I called on the editor of The New York Call, and asked him to point out to me one fact published in his paper that could not be found in the so-called capitalist newspapers. We went over the clippings carefully, and he could not point out a single fact printed in The Call that could not be found in the other papers.

I do not object to criticism of the press in college text books. I am frank to admit that American journalism could be better than it is—as F. P. A. says "So could the human race." But the college text should contain specific cases which the student may investigate for himself in order to learn the facts.

Professor Drake says:

> No one can estimate the amount of sexual stimulation, of suggestion to sin and vice, for which our newspapers are responsible.

The lesson which newspapers teach on this subject is "The wages of sin is publicity."

After reading what is said about the American newspapers in certain college text books, I am half tempted to believe that censorship in one field, at least, might be a good thing.

* * *

THOSE who want to know more about William Johnson, whose recent books have been mentioned in this department, will find a personality sketch in Success Magazine, from the pen of Bernard Sobel. The article is entitled, "William Johnson, Suggestion Editor of the New York World." Incidentally, the article is full of suggestions for newspaper publishers.

Babson Says:

(In His Report Dated Sept. 6th, 1923)

"*CHOOSE* places with diversified incomes (for future sales effort). The depression of 1920 taught a useful lesson. It demonstrated that a locality with diversified activities withstands a business reaction far better than a locality dependent upon one or two dominating industries.

"Dairy regions should fare best. . . . The resistance which the dairying regions showed to business depression (in 1920) is worth recalling at the present time when a reaction is in prospect. . . . It is entirely probable that clients who find the farming regions as a whole an unfavorable field, may be able to do relatively well in the dairying localities."

Wisconsin, leading all states in dairying, and Milwaukee, leading all cities in the diversity of its industries, certainly merit your first consideration when planning your future sales campaigns.

Selective selling to be successful, it will be conceded, must be supplemented by intensive advertising.

These Figures Speak for Themselves

(From Babson's Report of Sept. 6th, 1923)

Wisconsin's Purchases for Month of July, 1923, $885,000,000.00

***Daily* (25 Business Days) $35,400,000.00**

Increase over last year—8%
Increase over year 1917—38%

Milwaukee's Purchases for Month of July, 1923, $273,731,000.00

***Daily* (25 Business Days) $10,949,240.00**

Increase over last year—15%
Increase over year 1917—51%

A Market Survey for You

The Journal has compiled and published comprehensive consumer and dealer surveys on the Greater Milwaukee Market. These surveys cover all principal lines of merchandise.

Write us now for information regarding a survey covering your product or service in relation to this market.

The Journal Dominates This Active Market

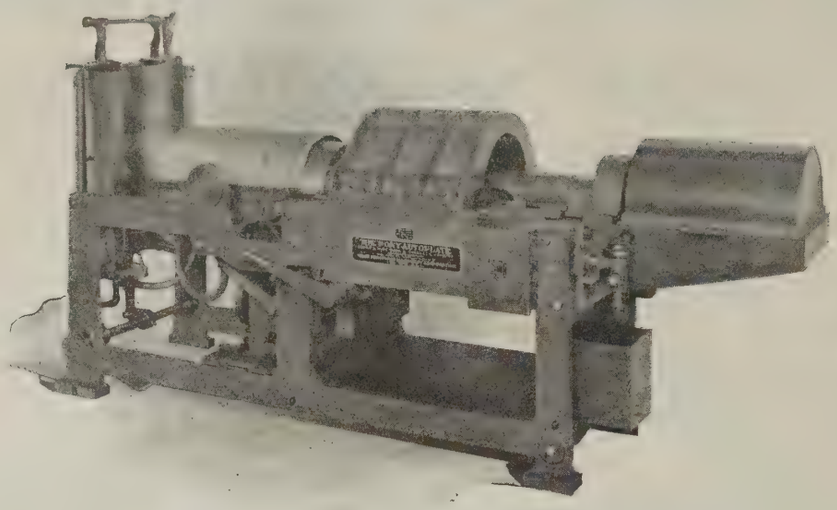
Using The Journal, you can, with one stroke, at a single low cost, cover this active responsive market effectively. It is the one dominant advertising medium directing the bulk of the buying of the state's 3,000,000 people. It is read by more Milwaukee and Wisconsin people than any other publication in the world.

The Milwaukee JOURNAL FIRST - by Merit

Complete Advertising Service Roto—Color—Black and White

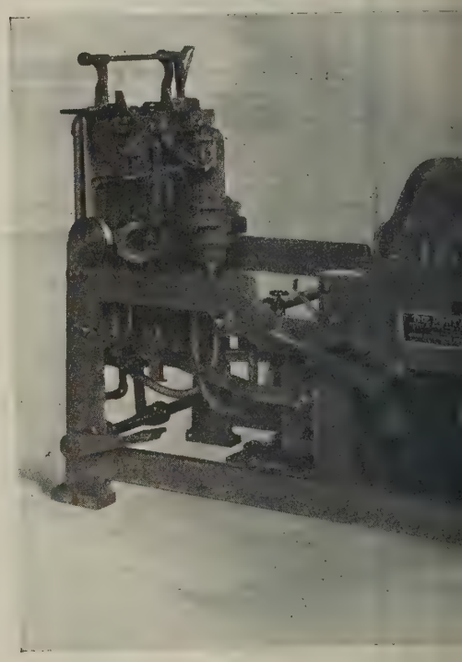
Illustrating the

PO
AUTOPLAT
with



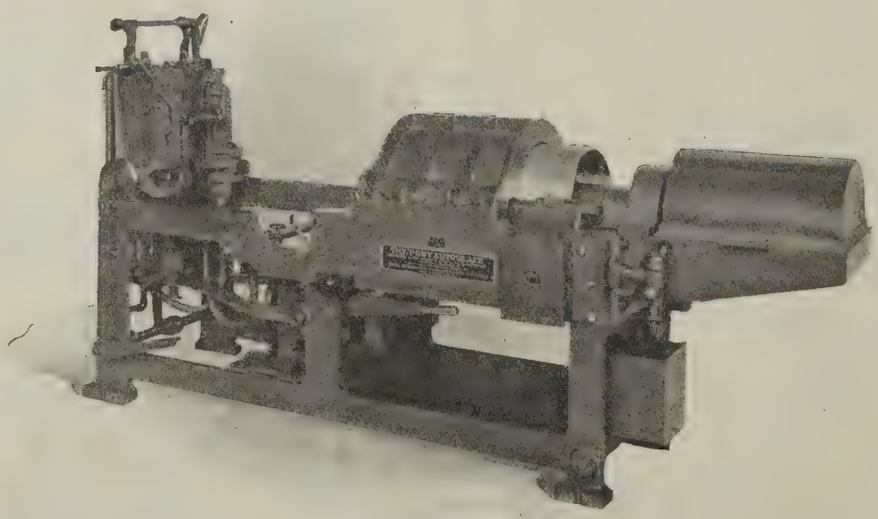
The FIRST CAST IS DELIVERED

For the first time in a one or two press plant plates may be made with swiftness, economy, accuracy of curvature and thickness, and a perfect printing face.



A COMPA

fully motorized, which is shipped
to work by your stereotyper.



The FIRST CAST IS SHAPED, SHAVED, *and* TRIMMED

The PONY AUT
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WOOD NEWSPAPER M
501 Fifth Ave

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MACHINE

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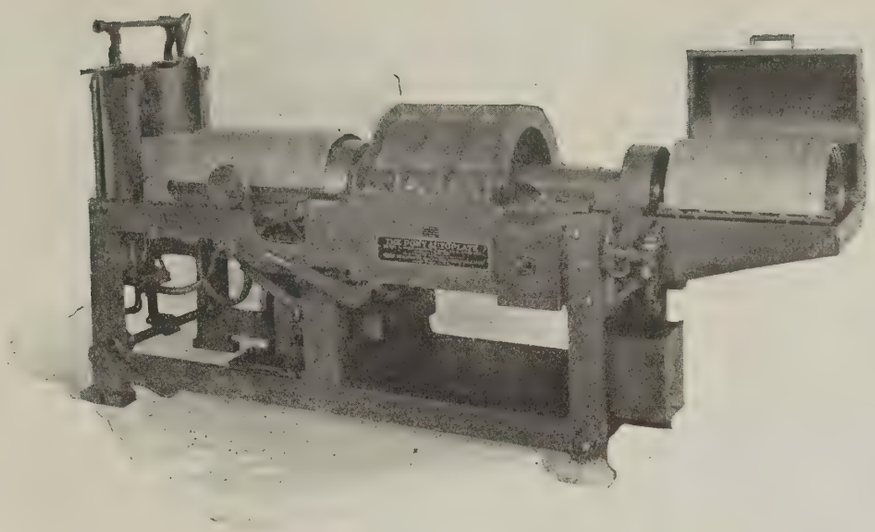
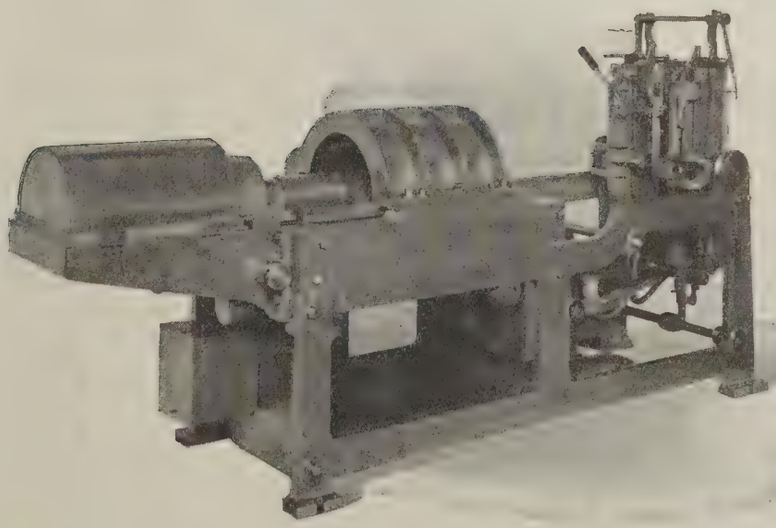
may be set up and put instantly



The PLATE, NOW FINISHED, IS COOLED, WHILE THE SECOND CAST IS DELIVERED

It casts, shapes, shaves, trims, and cools the plate, delivering it dry, ready for press.

ATE MACHINE
e price, and upon
you make 16 plates,
purchase plans.



REAR OF MACHINE

NERY CORPORATION
w York City

SELLING ADVERTISING NOT EDITOR'S WORK

His Job Is to Sell the Publication, New York Editorial Conference Agrees After Lively Verbal Tilts

Lively discussion followed what started out to be a quiet series of five-minute talks on "How Far Should an Editor Go in Helping to Sell Advertising," at a luncheon-meeting of the New York Editorial Conference, Hotel Astor, Oct. 19.

Popular feeling at the close appeared in favor of an absolute negative to the question—that is, that it was inadvisable for the editor to concern himself with getting advertising. He should devote himself entirely to selling the publication.

Commencing in conservative fashion, early speakers appeared most concerned with theoretical answers to the question, and one whimsically remarked it appeared "wonderful and strange" to him that such views should be expressed in public, which were so seldom put into actual practice.

The meeting blazed into action, however, when the last speaker, Harvey Conover, Jr., advertising director and vice-president of the Engineering Magazine Company, told of a series of "unbiased articles," secured by the editor, which had been used as a means of getting advertisers' signatures on the dotted line.

William Buxmon, of the McGraw-Hill publications, was on his feet in an instant, crying caution.

"It seems to me that when an editor tries in this way to help sell advertising, he is leaning perilously backwards. If he doesn't watch his step, he will topple over and down to the so-called 'write-up' or free publicity," Buxmon emphatically rejoined.

"When articles in a magazine or newspaper are held out as bait to advertisers, it begins to look dangerous for that magazine or newspaper.

"It's an easy method of getting ads. But it is the wrong method. And it doesn't get you anywhere.

"Mr. Conover said he increased his advertising 20 per cent by these 'unbiased articles.' That's all right. But how about his 1925 advertising? I go out and get all the advertising I want, and I never open up a copy of our paper. I never show the advertiser a line of what the magazine contains."

Loud applause followed the Buxmon outburst. Stinging argument continued, not stopping until a member rose and spoke from the floor; declaring finally:

"The editor should try to sell his publication. He should not trouble himself at all with selling advertisements."

This seemed to please everyone, and the conference adjourned.

The other speakers with their answers to the question follow:

Julian Chase, executive editor of the Class Journal Company: "I would answer the question by saying: an editor should go as far as he can in helping to sell advertising."

Benjamin F. Myers, editor of the Haberdasher: "The editor should sell the paper to the readers, and then turn around and sell the readers to the ads."

Edwin A. Scott, president of the Edwin A. Scott Publishing Company: "As a publisher, I don't believe in an editor selling advertising. I want him to sell the paper."

H. C. Parmalee, editor of Chemical and Metallurgical Engineering: "It was not very long ago when an editor was spoken of as a necessary evil, whose sole purpose was to write some stuff so that advertisements could be sent through the mail at second class rates. Now the editor has even a closer relation to the advertisements. He should get to know the advertisers, to learn their point of view, and problems."

H. O. Barnes, advertising manager of Textile World: "I still belong to the old school which believes that the write-up is a good means of getting advertisements."

WHAT OUR READERS SAY

The Haskin Imitation

DENVER, Sept. 17, 1923.

TO EDITOR & PUBLISHER: I have just finished looking over a recent issue of EDITOR & PUBLISHER, and I was greatly surprised to see the enclosed item, for reasons I will set forth herein, and I believe that what I say in relation to "Haskin" and "Haskins" will be somewhat of a criticism on the original Simon Pure Haskins' laxity in protecting the interests of readers of newspapers whose adoption of his valuable service have made his name one that any crooked person may use to conjure with.

I was special representative for the Rocky Mountain News, of this city, in the Mexia oil fields during the six months of real excitement, with my headquarters at Fort Worth, Texas, which was the center of promotion activities, though not the center of production.

This was in January, 1922, and I had not been on the ground more than two weeks when I noticed the copy appearing in all publications that would carry oil promotion copy, put out by "Frederic L. Haskins."

As promotion manager of the Rocky Mountain News prior to taking up the Texas assignment, I had made splendid use of the information disseminated by Frederic J. Haskin's Washington information bureau, and as his service was an editorial feature of our paper I felt personally responsible for its inviolability.

Feeling as I did, I immediately wrote Mr. Haskin, enclosing copy of advertising being run by Haskins, asking him to take steps that would protect the readers of the newspapers in the country using his service.

I received a reply to the effect that Mr. Haskin appreciated my interest, etc., and that the matter had been referred to proper channels for correction.

According to the date, 1923, it has taken 18 months to put the quietus on the crooked Mr. Haskins, but in the meantime he has had full sway, unlimited use of the mails, cleaned up, and out of what he has bilked the subscribers of papers throughout the country he will pay Uncle Sam 1,000 bucks, take life comparatively easy for a year and a day in Federal Prison, and have plenty of opportunity for mental recapitulation which will act to formulate new ways of putting something over.

Probably Mr. Haskin did communicate with someone. It is a certainty, however, that the papers of the country, which were using his service and creating the prestige for the name "Haskin," made no vigorous efforts to counteract the machinations of the imposter.

Maybe their columns were not devoted to this altrusim for the reason that their advertising columns were closed to the fake Haskins, taking for granted that the sole means of communicating with their readers was through what they permitted to go over the copy desk.

The ostrich with its head in the sand has nothing on those publishers. They failed to reckon with the "sucker list."

The "sucker list" contains thousands and thousands of names of trustful persons who are subscribers for papers using the Haskin service, and thousands of them have received valuable information direct into their homes through the medium of it.

Haskin should have realized this, and Haskin should have put this phase of the matter up to his publishers, who, I am sure, would have recognized the vital angle and, through concerted effort, have blanketed the country in a day with a repudiation that would have destroyed the effectiveness of the methods of the that he would have insisted upon such action gentleman in Texas.

Furthermore, the real Haskin should have the sting of such palpable fraudulency so keenly being taken by the newspapers of the country which he serves, recognizing it as an obligation he owed to the subscribers of those papers, in return for their interest and confidence in his service, which *was* and *is* his one justification for claiming the right to consideration.

Note this:

A. E. Humphreys, the king pin oil wild catter, honest, big, and a man who backed his judgment with his own money, which resulted in the discovery of the Mexia oil pool, spent thousands of dollars of his own money to protect his good name and the interests of people all over the country in a case that is a parallel to the Haskin proposition.

Early in the heyday of Mexia excitement some smooth workers incorporated an oil company, and made a mail carrier named Humphries (note the difference in the spelling of the name) president, for which they gave him a small consideration.

Then the promotion of "The Humphries Oil Company" proceeded, with newspaper and direct mail advertising, phrases cleverly worded which all but said Humphries was Humphreys.

In a very short time the effectiveness of the Humphries methods was such that the Humphreys Oil Company, genuine, commenced to receive bales of inquiries, stacks of checks, and various other evidence that the people throughout the U. S. A. were being hoodwinked.

The colonel promptly used page advertising repudiating Humphries, and the end came quickly for the imposters. If my memory serves me aright, Col Humphreys spent $50,000 to protect the public against the fraudulent concern.

Inasmuch as I am well acquainted with Col. Humphreys personally, as I was in his office in Mexia at the time he was conducting the anti-Humphries campaign, and from various other intimate viewpoints, I can say without reservation that his action in this matter was a magnificent example of unselfishness, and you will agree with me when you know that at the time there was not a dollar's worth of stock in the genuine Humphreys company for sale nor a single activity in the offing that could have benefited by this move of his.

It is worthy of note, also, that Col. Humphreys sought no "free publicity"; he did not direct an open letter to "The Editor." He used his checkbook and treated 'em rough. That's Humphreys.

Note this:

Six months after Big Creek Carruth and his two partners in crime had split $450,000 net profit three ways, $150,000 each, the vigilance committee of the Associated Ad Clubs of the world sent out a communication to the effect that "the Hog Creek Carruth Company is a fake"—six months after the offices were closed, the typewriters stilled, and the Hog Creek "sucker list" sold to someone else for further exploitation.

The above paragraph might be considered as irrelevant as far as Frederic L. Haskins or Frederic J. Haskin are concerned, but if the Better Business Bureau is going to get anywhere in protecting the public against fake stock promotions, their methods had better be prophylactic and not therapeutic.

M. A. ELLIS,
Promotion Manager, Denver Express.

Wilson's Title Corrected

ROCHESTER, N. Y., Oct. 13, 1923.

TO EDITOR & PUBLISHER: Your last issue of the EDITOR & PUBLISHER carried a story about my being made publisher of the Hearst newspapers of Rochester, New York.

This is an error, as I came to Rochester to take full charge of these newspapers, representing the general management, and E. C. Rogers will continue as publisher.

I want to thank you very much for the nice story you carried, but whoever sent this to you was in error regarding the title, and not that I care for myself but I do care for Mr. Rogers.

FRANK B. WILSON,
Representing General Management.

BUILD Your Circulation

Don't INFLATE it

Fall and winter is the best time to increase Circulation—the people read more in cool weather. Take advantage of this habit and build *permanent* circulation.

We have demonstrated to scores of publishers that we KNOW how to BUILD permanent circulation at a minimum cost.

Write or wire for references. We welcome rigid investigation, because the more searching the inquiry the more positive we are to interest you.

We "hold the bag"—you take no risk and pay us only for the actual, permanent circulation our plan gives you.

No contests or premium schemes. Ours is a dignified, simple, successful, business-like plan that builds and holds circulation.

You Pay Us for Permanent Subscribers—Not Promises.

Write or wire for information without obligation. We serve only one paper in a territory.

HICKEY-MITCHELL CO.
Builds and Holds Circulation
Pierce Bldg. *St. Louis, Mo.*

TRADE MARK
FLEXIDEAL DRY MATS
REG. U.S. PAT. OFF.

As Extinct As the Dodo!

¶ "Why the wet mat?" is a question which progressive and forward looking stereotypers and mechanical superintendents are asking on all sides.

¶ The wet mat isn't, say we, and all we ask is the chance to prove it!

¶ There is no more reason for American newspapers to use the roll-your-own-wet-mat-steam-table process of stereotyping than there is for them to set their type by hand. And they don't!

¶ Flexideal Dry Mats eliminate the steam tables, do away with the heating and cooling of forms, and dispense with the necessity of running a kitchen for making and baking wet mats. Flexideal Dry Mats are the shortest route to stereotyping efficiency and economy as they not only make working conditions better in the foundry but they save invaluable time and money. When the saving in newsprint paper is taken into consideration, Flexideal Dry Mats pay for themselves many times over.

¶ European newspapers with circulations exceeding 1,000,000 copies per day have been for years using dry mats made by our manufacturer, so there is no question that Flexideals can take care of your mechanical requirements. Let us tell you how Flexideal Dry Mats can take care of your individual stereotyping needs.

¶ Now is the time to ask us for full information; it costs you nothing but can be made to pay you manifold. So don't delay!

The Flexideal Co., Inc.
Sole U. S. & Canadian Distributors
15 WILLIAM ST. NEW YORK

TRADE MARK
MAXITYPE DRY MATS
REG. U.S. PAT. OFF.

BORDER: 10 Point Matrix Slide No. 1654

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Three Main Magazines and a 34-Channel Auxiliary

THE SINGLE KEYBOARD MODEL 14

TRADE LINOTYPE MARK

One Keyboard

All three main magazines and the auxiliary are controlled by one power-driven keyboard. The operator does not have to move his hands from this single keyboard to get any character that runs in the machine. A touch on a control-knob instantly switches the keyboard action from 34 channels of the main magazine to auxiliary. At the same time the other 56 keys remain in operative connection with main magazines.

Power Driven

Composition from the auxiliary is as rapid as from the main magazines, since it is operated from the same power-driven keyboard and from the same keys and the same position to which every operator is accustomed.

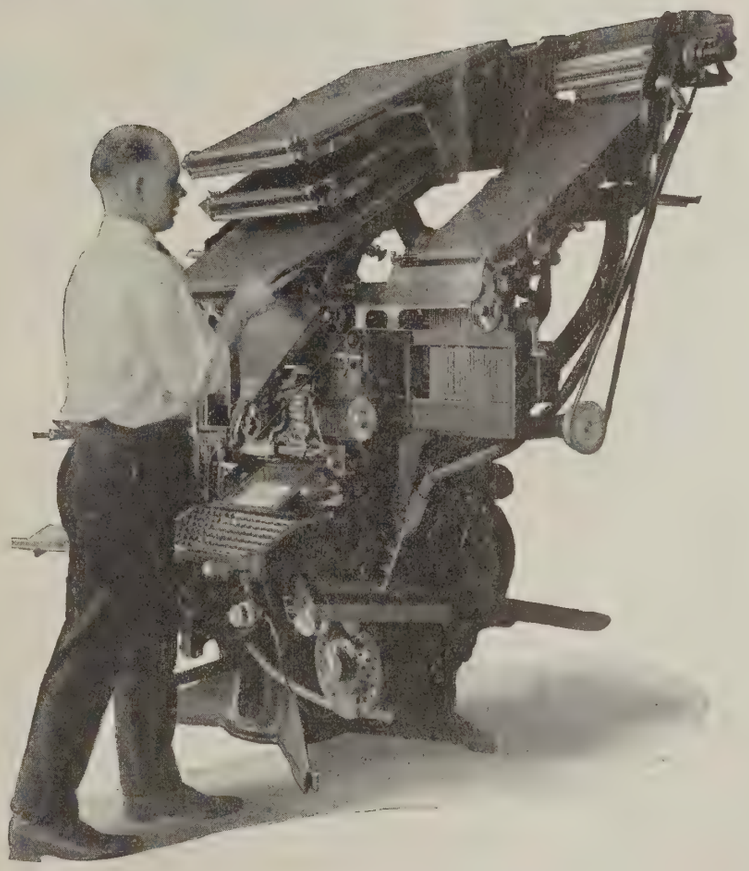
Wide Range

The extra wide 34-channel auxiliary magazine extends the range of the Model 14 from 5 point to full 24 point and larger medium condensed faces, thus making it the ideal Text-and-Display machine for the job office or newspaper. Straight matter in any two-letter face or display within the range of the machine may be composed from the auxiliary magazine with exactly the same speed and facility as from the main magazines. These auxiliary magazines will be supplied split or full length as desired.

All Magazines Changeable without Disturbing Auxiliary

The supporting framework of the auxiliary magazine is a fixed part of the machine. There is no swinging or other motion. A touch on a control-knob switches the keyboard action to the auxiliary.

It is always out of the way. Operative position-shifts of main magazines are made instantly at will without touching the auxiliary. The same is true of magazine changes. Magazines are taken off and put on in 15 seconds.



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MERGENTHALER LINOTYPE CO.

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED. TORONTO

RUSSIAN PRESS IS SLOWLY STIFLING UNDER RIGID SOVIET CONTROL

Only 299 Papers With Aggregate Circulation of 993,000 Survive Revolutionary Chaos—Alarmed Officials Force Every Peasant Owning a Cow to Subscribe

By F. T. HARRIS

(The writer of this article is an authority on domestic and foreign economic conditions. He is on the executive staff of the largest manufacturing company of its kind in the world.)

NOTWITHSTANDING that the general economic situation in Russia shows slight improvement under the stimulating influence of the new economic policy of the Soviet Government, newspapers and other periodicals are not only in a precarious position, but are gradually suspending publication. The comparatively liberal freedom of action which the Government under this new policy has accorded to industry, has not been extended to the press and as a consequence the latter is vainly struggling under the same oppression which stifled industry after the revolution and before the adoption of the new policy in 1921. In the arbitrary manner in which it controls and dictates the news and editorial policy of the Russian press, the Soviet Government immediately discloses to the observer the weakness of its principles and its fear of allowing them to stand on their merits.

In January, 1922, in all Russia there were 805 periodicals with a production of 2,661,000 copies. By August, 1922, this had dwindled to 300, but by January, 1923, the number rose to about 450. Data furnished to the press conference held in Moscow on Feb. 6, of this year indicated that there were then a total of 639 publications of all kinds, of which 131 were dailies, 345 bi-weeklies, and 163 weeklies. The total circulation was computed to be 1,882,000.

In June of this year this number had shrunk to 545 periodicals. Of the 174 dailies contained in this number, those with the largest circulation were the "Izvestiya" ("The News"), the official organ of the Soviet Government, with 180,000; "Rabotchaya Gazeta" ("The Workers' Gazette"), 145,000; "Gudok" ("The Factory Whistle"), 100,000; Petrograd "Pravda ("The Truth"), 87,000; Moscow "Pravda," 80,000; "Krasnaya Gazeta" ("The Red Gazette"), 74,000; "Rabotchaya Moskba" ("The Moscow Worker"), 67,000; and "Komunist" ("The Communist"), 52,000.

The latest data obtainable from Moscow shows that there are to-day only 299 papers with an aggregate circulation of 993,000 copies. This is an average of one copy to every 150 inhabitants.

The insignificance of the circulations shown above is indicated by comparison with that of the Russkoe-Slovo, which prior to its suspension by the Soviet Government in 1918, was published in Moscow, was one of the leading daily newspapers in Russia, and had a circulation of 1,200,000.

When the first revolution came in 1917, the government immediately planned the extinction of every paper which did not agree with either its policies or principles. The independent papers were first forbidden to carry advertising, and if they then still persisted in the face of the loss of the chief source of their revenue, their columns were subjected to a rigid censorship. In 1918, the independent papers which survived these insurmountable difficulties were practically annihilated and their printing establishments confiscated.

One of the most heroic and least known pages in all journalism was being written while those who directed the policies of the independent press were fighting against overwhelming odds.

The first revolution came in February, 1917, the Bolshevik revolution in November, 1917. At the close of the latter month the Bolsheviki were publishing only the "Izvestiya" and the Moscow "Pravda," the official organs of the government. As newspaper plants were confiscated and nationalized, the government used them for its own purposes and there immediately sprang up a host of papers filled with panegyrics of the government and all that it stood for.

Subsidies by the government are scarce and very difficult to obtain. Under the economic policy which followed the revolution, the Soviet Government became the owner of all agricultural produce, products of industries, etc., over and above the amount absolutely necessary for the livelihood of the farmer or manufacturer, and undertook to supply the needs of its people.

Whenever a worker wanted a newspaper, for instance, he obtained it gratis from the government. This service was limited to the working class, although a great many idle people were fed, clothed, and supported by the government because of the difficulty of establishing a close definition between those who were actually working and those who were not. In return for the nationalization of manufactured products, the Soviet Government obliged itself to keep the industries going by securing and paying for labor and material, etc.

Newspapers were posted in great numbers in plazas, on street corners, in every place in fact where readers were likely to be found. The production of newspapers and other periodicals was enormous, since there was every inducement to quantity production, and journalism as a profession was in the ascendency.

When the Soviet Government inaugurated its New Economic Policy in 1921, paternalism was withdrawn, industries were forced to work out their own destinies independently, and a kaleidoscopic change occurred. Newspaper plants, for example, were allowed to sell their papers, but had to pay for all their raw materials, other expenses, and overhead. Now, whoever wants a newspaper has to buy it. Newspapers and other periodicals in some cases find themselves facing bankruptcy because of their high production costs and their inability to secure higher prices for the papers they sell.

The Soviet Government does not tolerate any divergence of political opinion, and freedom of speech and of the press, which Russians in past ages have fought to wring from their Czars, are still unknown. The government says that in a country run by workers for workers, only workers may therefore enjoy freedom, and that this freedom cannot be permitted to those of whom it is known in advance that they will use it to the detriment of the workers. Freedom of the press, it is apparent, would weaken the Soviet Government. It is thus interesting to note that the Russian press, which has had a censored existence of 200 years, has for its chief concern today, in a country now "free," the suppression of independent thought.

One of the pieces of official recognition which the press of Russia received for its support of the Soviet Government, occurred on Feb. 6, of this year, in the Kremlin at Moscow, when a conference of the representatives of the Soviet press was held and Bukharin, representing the Central Committee of the Communist Party, delivered the opening address in which he said:

"Thanks to our press, which has always furthered the recruiting power of our slogans and made the exalted nature of our ideals clear to the masses, we have been able to develop our power and to strengthen the Soviet system."

The significance of the singleness of thought of the Soviet press is further apparent when it is realized that no ordinary person may enter the Kremlin, and that it was assigned by the Soviet Government as the meeting place of the press representatives. There were present over 400 delegates from every province of Russia.

The newspapers of Russia are produced and delivered under considerable difficulties, as would be naturally supposed. Because of excessively high cost of production, correspondingly high subscription and advertising rates follow and consequently only a comparatively few people are able to buy a daily newspaper. Poor transportation facilities, too, play their part, and it is said that between 50 per cent and 60 per cent of papers posted to subscribers never reach their destination.

The decline in the circulation of papers has so alarmed the heads of the Soviet Government that many arbitrary and unpleasant measures have been adopted to maintain and bolster it up. In Nagorsky township, for instance, every peasant owning a cow must subscribe to a Soviet newspaper, whether he wants to or not. To insure the payment of his subscription his cow, if he owns one, is taxed 500,000 rubles. If he is fortunate in having more than one, the additional cows, if the necessity arises, are taxed proportionately in excess.

It is said that some of the "nepmen," the name for those who have become wealthy through the new Russian economic policy, subscribe for two or three copies of Russian newspapers, so that if it were not for these duplications, the circulations of the dailies would be considerably less.

Commenting on the situation to-day, "Izvestiya" says: "Even the circulation of our best papers is miserably and ridiculously small. It is no wonder, for our papers are filled with such matters that readers got sick and tired of it once and forever."

The Russian press has thus come to have only the lightest hold on its readers and consequently makes no continuous contribution to the formation and maintenance of public opinion.

All magazines of course disappeared during the revolution. A few have been revived, but none of their former distinguishing characteristics appears. The "Vsemirnaia Illustratsia" ("World-Wide Illustration") and "Niva" ("The Field"), for example, are again being published, although the name of the latter has been changed to "Krasnaia Niva" ("The Red Field"). In their contents the various magazines without exception carry leading articles extolling the Soviet Government and usually accompanied by photographs of its leaders. Then comes a symbolic cartoon on the beneficence of the Soviet system, followed by heavily censored pictures of current events, fashions for the women, and other harmless features which are found in magazines in other countries.

The reviews, which are largely monthlies and bi-monthlies, are voluminous affairs, sometimes running as high as 400 pages. Their individual circulations are round 10,000 copies. Aside from the usual praise of the government in various forms, pictures, cartoons, and so on, they contain academic discussions on art, literature, the stage, etc.

The book-publishing business is monopolized by the State Publishing House, an organization developed by the Soviet Government a little over two years ago. This year this arm of the government is planning the production of 310,000,000 copies of books comprising 2,250 titles which are naturally very carefully selected.

Newspapers are no different from any other industry, has even been the parent same economic laws. Government subvention, monopoly, or interference in any manner, either in newspapers or in any other industry, has ever been the parent of confusion and will continue to be as long as the world endures.

As economists are beginning to recognize that the material advance of a people is measured very accurately by its consumption of paper, it is interesting to note in this connection that the present consumption of all kinds of paper in Russia now amounts to only about one pound per capita per annum, while in the United States there is being used this year between 45 and 50 pounds per capita of newsprint paper alone.

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U. S. PRESS HAS FAILED IN COVERING RUSSIA

True Situation Dictated by Censorship and Sensational Reporting, Declares Cowles of the Des Moines Register

The American press has failed to give the public a complete picture of Russia today, according to John Cowles, associate publisher of the Des Moines Register and Tribune, who has just returned to New York City following a three months' trip through England, France, Germany, Lithuania, Latvia, Russia, Poland, Czecho-Slovakia, Austria and Switzerland.

Difficulties of getting into Russia and the fact that many news dispatches about Russia have originated in border countries, where the atmosphere is bitterly hostile toward everything pertaining to Bolshevism have been largely responsible for this failure, he declared in an interview, although in some cases half-truths have been sensationalized by unreliable correspondents in order to "make a story."

"The Bolshevist censorship," Cowles continued, "also interferes with the American newspapers getting the whole truth.

"As an example, while I was in Moscow, there was a strike in the textile industry and some other serious labor trouble. The Bolshevist censor, however, refused to let the word 'strike' go through, insisting it was only a 'misunderstanding.'"

The present American correspondents in Moscow are competent and well informed, he stated, but expressed the belief there should be more of them in Russia.

"Russia is neither as bad as the foes of Bolshevism say it is, nor as good as its advocates claim," Cowles declared.

"Conditions are constantly improving and the present Russian government is strongly entrenched."

Mr. Cowles brought back extremely pessimistic views on the general European outlook as a result of his trip through central and eastern Europe and declared the gravity of the situation could not be exaggerated.

"Russia has definitely agreed to give Germany every assistance if she goes Communist," he stated. "If there is a Red revolution in Germany this winter and if either France or Poland attempts to intervene or take advantage of the situation by annexing a slice of German soil, the Bolshevist army, now massed on the Polish border, will immediately try to drive through Poland and link up Germany with Russia.

"The most important news before the world today, perhaps the most important news for centuries, is whether or not Europe is going to collapse completely.

"Central Europe is tottering and crumbling. The situation is becoming steadily worse.

"Tourists bring back optimistic reports, because they visit only western Europe.

"In the east and in central Europe the real news is breaking.

"There ought to be many more American newspaper men in Europe, the best men in the game," he added, "and managing editors and news executives ought to go abroad on roving commissions to learn the facts for themselves.

"It is the duty of the American newspapers to awaken the public to the gravity of Europe's plight."

Mr. Cowles is writing a series of articles on conditions in Russia and eastern Europe, which will shortly be published in the Des Moines Register and Tribune.

Beaverbrook Gives Scholarship

Lord Beaverbrook, English newspaper publisher, owning dailies in London, has established a yearly prize for pupils in the schools of the province of New Brunswick. It is known as the Beaverbrook Scholarship. Lord Beaverbrook was born and reared in New Brunswick. Under the terms of this scholarship, the winner is privileged to choose the college he wishes to attend. In addition to the tuition fee he is provided with $200 for living expenses and spending money.

McCall's Issues Circulation Book

McCall's Magazine has issued a "Blue Book of Circulation for 1924." The magazine's circulation is shown by counties and by all cities and towns of more than 1,000 population. The rates published in the book are announced as based on an average monthly circulation for 1924 of 1,850,000 copies, 95 per cent net paid and guaranteed subject to rebate.

Mrs. Hearst Meets Spanish King

Alexander P. Moore, the American Ambassador to Spain, introduced Mrs. William Randolph Hearst to King Alfonso at the Royal Palace, Madrid, Oct. 22.

Embargo Opposition Continues

At the hearings of the Royal Commission investigating the pulpwood situation in Canada held at St. John, N. B., sixteen witnesses were heard, all of whom with but one exception spoke in opposition to the proposed embargo. The first witness was Gray B. Keith, Atlantic Pulpwood Company, St. John, representing several American paper companies. He claimed that an embargo would cut off farmers' revenue, and deplete population, without bringing in American mills because of the excessive expense in moving plants.

Daily Mail Stock Soon Taken

The offering of £8,000,000, 7 per cent debenture stock of the Daily Mail Trust, was declared heavily oversubscribed in London shortly after 10 o'clock the first day of sale, Oct. 22. Applications for the stock probably totaling between £30,000,000 and £40,000,000 had reached the banks. This stock represents the capital recently involved in the Rothermere-Beaverbrook newspaper merger.

T. P. R. A. Holds Luncheon

The Theatrical Press Representatives of America gave their first open luncheon of the fall season in New York City, Oct. 19. Wells Hawkes, president, presided. Others present included: Lee Shubert, William E. Lewis, editor of the New York Morning Telegraph, Louis Wiley, business manager of the New York Times, Walter Vincent, and Joseph P. Bickerton, Jr.

Ohio Paper Changes Column Width

After Nov. 1, the Elyria (O.) Chronicle-Telegram will operate its columns on a 12 em basis, instead of the 12½ em at present the custom. Notice of the change was sent to advertising agencies and advertisers.

THE GOSS PRINTING PRESS CO.
1535 South Paulina Street, Chicago

DETROIT NEWS MAKES "BETTER HOMES AT MODERATE COST" AN ACTUALITY

Housing Service, Cooperating With Architects, Bankers, and Contractors, Solves Average Man's Building and Financing Problems—Model House Erected As Proof

By CHARLES D. KELLEY

THE Detroit News has had under way for six months a housing service which is believed to be a little bit different from anything yet attempted by a newspaper. It is a department devoted to fact-finding, fact-publishing, and fact-demonstrating in a way that helps its readers procure for themselves "better homes at moderate cost."

In the first place, a member of the editorial department who already had had experience in matters of community service, was set to investigating housing conditions, forms of construction, terms of financing and architectural services having in view the needs of the average man. Then it was determined by the management that there was an editorial and departmental service the paper could undertake in ways heretofore unavailable to the public either through private or civic agency.

The Detroit News as its next step entered into a contract with the Architects' Small House Service Bureau of the United States, Inc., to obtain a limited architectural service for its readers. This bureau, which is fathered by the American Institute of Architects and has the endorsement of Secretary Herbert Hoover of the Department of Commerce, supplies weekly copies in the form of diagrams of floor plans for small homes, perspective drawings of these houses and brief outlines of specifications. Also, it undertakes to assist the paper in answering questions on house planning which readers write in.

The Detroit News arranged for the publication of one house a week in the Sunday edition, this being one of the features of a regular home builder's page.

Under the terms of this arrangement, the blueprints, specifications, quantity surveys, and blank agreements for the construction of these homes are offered to readers at the cost of $5 a room,—$30 for a house of six main rooms. These complete structural documents are supplied by the bureau, through the housing department of the paper. All money for these plans goes to the architects. In no way does the News collect or reserve any fee for itself.

But if The Detroit News had let its housing service go at that it would have been doing little more than giving a house-plan service familiar in form to most newspaper editors for years past—except that this particular architectural service is one indorsed by the architects and is one in a position to give a more authoritative and superior list of plans.

But the Detroit News did not stop there. It proceeded to find out for its readers what each and every one of these houses would cost to build—to find out this fact before publishing the plans, and to announce in a story in connection with the picture just what was the best figure offered by some experienced general contractor—the name of the contractor, however, not being disclosed.

This competitive bidding plan has been carried out in a thorough way. Each week not fewer than five general contractors submit proposals. It is not the same five each week; indeed a bid is acceptable from any contractor of experience and standing.

Now, if the Detroit News had been content with that—publishing the house and the contract price thereof—the service to its readers would still have fallen short of all that was possible in the way of fact-finding and fact-publishing. And so it was decided that "house financing" should be the third feature of the service.

By inquiry among the banks, trust companies, and home-building-and-loan associations, the housing department keeps informed on what are the best terms of financial assistance to be had by home-builders. Each week the house-plan, specifications, and contract price are submitted to some financier and arrangements made that will guarantee the financing of that particular house for several Detroit News readers.

The policy has been to make a home possible for any reader who owns a lot free and clear, but who has no cash whatever to put into the deal except the $25 or $30 required for the structural papers.

In the last 10 years there have been thousands of acres of sub-divisions added to the area of Detroit. People bought these lots with small down payments and monthly installments running several years. These lots have taken the savings of many families—and of many young men expecting to have families.

Here now is a fact-finding and fact-publishing service of the leading newspaper of the community showing these people how it is now possible for them to build homes on those lots in good architecture and at fair prices.

The most advantageous feature of the financing arranged for all of these "Detroit News houses" has been the installment plan. Financiers have granted the following terms: all money necessary to build the houses and pay the "cost of financing" is supplied on first and second mortgages—about two-thirds of the money on first mortgage, to be amortized over a period of 15 years with interest at 6½ per cent; and the other third on second mortgage at 6 per cent, with terms of payment so that if the home owner deposits with the mortgagee at the teller's window every month one per cent of the total borrowed, this will be sufficient to swing the whole debt.

Reduced to still plainer terms: If $5,000 is borrowed, the monthly payments are $50 which are applied by the teller on both principal and interest. The simplicity of this arrangement has been popular with all readers taking advantage of this service.

There remained a dramatic cap sheaf for this whole editorial service. The Detroit News decided to go out and buy a lot, and build a house itself as a concrete demonstration of the practicality of its own scheme.

It was agreed this house should be a model suitable in price for the average thrifty man of moderate income. There have been model houses built before this; but in all of them, either material supply dealers took charge of the enterprise, or the architects handled it, or some bureau actually did the stunt in connection with some advertising come-on.

But in case of "The Detroit News Model House" it was conceived that a member of the editorial department—in the role of the average man, using the plans, and financial accommodation pointed out by the home builder's page—should set forth to let a contract for the building of this house, pay for everything, and "be up against it" in the experience any reader might have in building his own home on borrowed capital.

There is in Detroit News editorial cartoons a character famous to readers as "Mr. Straphanger," a quaint, common-sense average sort of fellow—just the thing! Mr. Straphanger should build the house and write all about his experience step by step in The Detroit News. And so the building was started. The Governor of Michigan, Alex J. Groesbeck, came in from Lansing to turn the first sod for this Detroit News Model House—an honor extraordinary for the average man's house to be sure; but the Governor covered that point by saying he was doing this as a symbol of the honor he wished to accord to all men trying to possess homes for themselves.

In closing the contract for the construction of this model, The Detroit News inserted in the contract this provision: that the successful bidder agree to build exact duplicates of The Detroit News Model House, as many as might be called for by readers, up to a limit of 20 such replicas,—that number being the capacity of the average contractor who was bidding on this work.

This clause—"joker" as the contractors good-naturedly called it—acted against any builder scheming to give the Model House to The Detroit News at cost or below cost price merely for the honor and advertising accruing to the builder.

The successful bid was $7,000 for the house complete "ready to move in." This provision of the contract was published in The News just once—that the first 20 families applying for duplicates at $7,000 and offering lots as sites for them would have a chance to get them. Immediately there was a swarm of requests—by telegraph, special delivery, in person and by telephone. In two days time there were 357 applications for the 20 duplicates of The Detroit News Model House.

The general builders have tested the specification well in the first house, have gained valuable pointers in how best to carry them out, and will now proceed to build the whole 20 duplicates in quantity production style, having benefited in the usual way from experience with the first. Other contractors have offered to take on contracts for additional groups at the same price, and before many months it is expected the map of Detroit will be speckled with numerous replicas of this model.

Meanwhile Mr. Straphanger is proceeding with the building of the prototype. Ten stages of the work have been described in 10 special articles. The house at this writing is half completed; therefore about 10 more articles are yet to be printed.

The building of a house is of course a slow, serious piece of work. How to hold the interest of the public over a period of two months was given some thought at the outset. This idea has been followed: to give the stories a light

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Duplex Rollers are manufactured only at the five addresses below.

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Bingham & Runge Co., E. 12th St. & Power Ave., Cleveland, Ohio

THE POOR MAN CAN BUY THIS HOME

style, and to release them in "waves"—of about three stories to each wave; that is, a story a day for three days, then giving the builders an opportunity to finish that stage of construction, to be followed then with another wave of two or three stories covering the next stage. The circulation department has reported many calls for extra copies containing the Straphanger articles.

The Model House is being built of fire-resistant construction. The site seven miles from the City Hall in an average man's section of town is being visited by thousands weekly, and doubtless before the house is "off the stage" for good, it will have been inspected by 100,000 persons. A large billboard on the thoroughfare near the house says: "The Detroit News Model House, Mr. Straphanger, Owner"; and when the thing is completed the sign will be changed to read "This is the House The News Built."

What to do with the demonstration house after being finished was a problem that engaged the thinking powers of the management for days. Finally it was determined that an expert interior designer should be engaged to assist Mr. Straphanger as "Ma" Straphanger, in completely furnishing this home from cellar to garret to demonstrate how the average family might equip a home economically and beautifully.

With the home built and furnished, it was decided that the "demonstration mortgages" should be cleared off; that then the The Detroit News Model Home house and lot, free and clear and furnshed—representing about $11,000 of investment—should be given absolutely free and without strings to that policeman, fireman or citizen of Michigan who is determined to have performed the most heroic deed of self sacrifice in the state of Michigan in the last five years. Such disposal of the house was an afterthought.

The readers of the paper are to decide what hero shall have this permanent home. The stories of all heroic acts that have come to the attention of the paper are being published, and later the readers will vote by means of coupons from the paper what man, woman or child shall have this Grand Prize.

Of course the Detroit News Model House is the spectacular thing of the moment in the home building department, but lack of it all and around it, The Detroit News is rendering to the people an equally valuable service by its regular home builder's page. This department, without being in the building business at all, is bringing about cooperation of architect, financier, and builder to the lasting benefit of readers and the public.

One of the most substantial financial institutions in the city, The Union Trust Co., is now granting no loans to any home-builders except those that come with plans and contracts for so-called "Detroit News homes." Why? Because, as the banker has pointed out, in all Detroit News houses the investor is assured of a good architectural plan, good specificatons, a known family to occupy the house when completed, and last but not least a fair, rock-bottom price established by competitive bidding.

Prior to this housing movement by The News, the "cost of money" or "cost of financing" in the building of homes on borrowed capital in Detroit ordinarily had been anywhere from $1,000 to $2,000 for small five and six room homes. This charge to the home buyer resulting from the discount on land contracts which have been the most common form of home financing here. The plan given wide publicity by The News is the first-and-second-mortgage method wherein the cost of financing has been cut to between $250 and $500—on the average more than one thousand dollars being saved the home owner on fiancing alone. An additional saving has been safe-guarded by the competitive bidding on construction.

Of course in a movement so far reaching as this one carried out by The News housing department, there were many pitfalls to be avoided. That they have been avoided is perhaps shown by the following: While striking a blow at the fly-by-night speculative builder, the co-operation of the best builders was to be procured. While introducing to the people a new way to obtain homes, the co-operation of the real estate business was to be gained. While cutting the profits of the land contract financiers, the support of solid financial institutions was to be got.

Suffice to say that the president of the Detroit Real Estate Board in a speech at the sod-turning of the Model House declared that The News was doing a great work for the people that only a powerful newspaper such as this could carry out. And the president of the largest bank in Detroit declared recently that this housing movement was "the most constructive thing The Detroit News, known for many constructive things, had ever done."

What have the general builders of Detroit thought of this co-operative plan? Let them speak for themselves. At a meeting of the United Builders Association of Detroit, having a membership of 300 general contractors, there was unanimously passed a resolution praising The Detroit News for its campaign of fact-finding and fact-publishing, praising The News also for its influence in bringing about better terms of financing, and influencing—as The News set out to influence—"better homes at moderate cost."

FRATERNITY HONORS BONE

Sigma Delta Chi Alumni Give Dinner for Alaskan Governor

The recently organized Washington Alumni Chapter of Sigma Delta Chi, journalistic fraternity, entertained Scott C. Bone, Governor of Alaska at a dinner at the National Press Club on the occasion of the second meeting of the Alumni organization. Governor Bone, formerly editor of the Seattle Post-Intelligencer, is a national honorary member of the fraternity. Officers of the Washington Alumni Chapter, which is made up of a score or more of newspaper men in the Capital are Raymond Clapper, United News, president; Willard Kiplinger, the Kiplinger Agency, first vice-president; Charles O. Gridley, Washington Press Service, second vice-president; and Bruce Ashby, Press Service, Department of Agriculture, secretary-treasurer.

New Jersey Klan Plans Paper

Plans for the establishment of a weekly newspaper owned and controlled by the Ku Klux Klan of New Jersey were announced Oct. 2, by Donald Bate at Elizabeth, N. J., who was named as statutory agent in a certificate of incorporation filed by the Klan with the County Clerk. The tentative publication date was set for Dec. 1. Circulation will be state wide, and the first copies will be distributed free, according to present plans.

MAT SERVICE

7 or 8 Columns — 20" or 21"

COMIC PAGES

1. SLIM JIM—an all-action Kid Comic. 4-3-2 colors or black only.
2. KELLY KIDS—a funny-family Action Comic. 4-3-2 colors or black only.
3. THE VAN LOONS—a real "Home Life" Comic. 4-3-2 colors or black only.
4. TERRY AND TACKS—Laughable antics of a kid and his Parrot Pal. 4-3-2 colors or black only.

FILLER PAGES

1. Fashion Chat—Home Craft Page
2. Children's Page
3. Movie Page
4. Magazine Pages (A) (B)
5. Housewifely Wisdom Page
6. Fiction Page
7. Black and White Page (comic strips, singles, etc.)

7 or 8 columns, 20" or 21"

Write for Proofs and Prices—Today

The World Color Printing Co.

Est. 1900 R. S. Grable, Pres.,

St. Louis, Mo.

The Sworn Net Paid Circulation

of **The Providence Journal** and **The Evening Bulletin** as reported to the Government and to the Audit Bureau of Circulation for the six months ending September 30, 1923, was as follows:

The Proviaence Journal

Daily	Sunday
35,129	58,167

The Evening Bulletin

61,367

The steady growth of these newspapers is a testimonial of the regard in which they are held by the people of Rhode Island.

With a combined daily circulation of 96,496, ninety-three per cent. of which is unduplicated, these great newspapers offer complete coverage of the Rhode Island market so necessary for the success of any advertising campaign.

Rate 21½c a line flat

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

Chicago NEW YORK Boston

R. J. BIDWELL CO.

San Francisco Los Angeles

HARD WORK ONLY "STORY" IN CAREER OF COL. WOODWARD, YANKEE EDITOR

Joy of Achievement Animated Keene, N. H., Publisher in Long Climb from Newsboy to Position as Editor, Banker, Legislator—Known as "The King" to Admiring Staff

By GERALD F. BEANE

SOME one once said that the three kinds of businesses hardest to run,—because they call for never-ending dealing with the public,—are a government, a bank and a newspaper. In the person of Colonel Clement J. Woodward, Keene, New Hampshire, takes pride in pointing to a native who has succeeded in all of these.

He has been a success in helping to conduct the state's business as a representative and senator, is now president of the largest bank in the city and also publisher of the New Hampshire Sentinel, one of the oldest weeklies in the country, started in 1799 and the Keene Evening Sentinel, a daily since 1890. Incidentally, he is now in his fifty-

COL. C. J. WOODWARD

third year as a publisher, being the oldest in New Hampshire in point of service and one of the oldest in New England.

If one were to ask this veteran newspaper man the reasons for his rise to the top of his profession, the why and how he came to accomplish things; the methods he employed; the experiences he had and the wisdom he had gathered, he would probably smile and pass the matter off in a jest. He is a retiring sort of a person when it comes to talking about himself.

If the interviewer persisted, Colonel Woodward would quite likely put an end to everything in decisive fashion and say, "There's no 'story' in my life. You cannot find anything spectacular in my career. Better try working on a real subject." He might add that he has done nothing that any fellow of ordinary intelligence and moderate education cannot do, if he cares to apply himself with sufficient diligence, energy and enthusiasm.

At the age of 13 he was a newsboy, delivering the weekly paper in Keene, then a town of little more than 3,000 souls. During the next few years he did this work and spent his vacations doing odd jobs about the office. When 18 he was given regular employment in the office.

The next two years were hard ones indeed for the ambitious young man. But he plugged along, doing the ordinary duties of an ordinary employe, although always striving to do more than an ordinary amount of work and exercising more than the average amount of loyalty to his employers. During this time he was under the watchful eye of the late Thomas C. Rand, then editor and part owner of the business.

The great opportunity came when he was 20. Mr. Rand's partner had decided to retire and the erstwhile office boy was given an opportunity to acquire an interest in the firm. He had to borrow money to do this and put in all his savings. Within a short time afterward he became an equal owner. It is interesting to note that for several years, even after Keene became a city, the company, which also conducted a job printing plant, kept its office open until early in the morning until long after the streets were deserted at night.

The new owner found himself with responsibilities not commonly shouldered by very much older men. He ran the business end; Mr. Rand wrote the editorials and looked after the news. All the time he did his work the best he knew how, and tried to learn all he could about every other angle of the business. Unspectacular tasks these, but enough to keep him doing something every minute of the day and long into the night.

He loved achievement, not because of the glamour of reward but because of the sheer joy it gave him to get things done, particularly those that were hard to accomplish. In 1890 the Keene Evening Sentinel was born. Two years later, to keep pace with the rapidly growing business, a five-story brick building was built, the handsomest building in the city, which has since been the home of the firm. The first daily was a six column, four page paper. It is now a seven column, eight, ten or twelve page paper.

Early in life Colonel Woodward acquired the faculty of making friendships and keeping them. To use the expression of one of his admirers, "He always wears well." He is particularly interested in young men. When a reporter goes after a story he has the "boss" back of him, always ready to assist in whatever way he can. When work is well done there is something said about it, a sort of official citation from the colonel, as it were. Increases in pay are seldom asked by employes; it is not necessary. Providing they are competent the pay envelope fattens surprisingly fast. "The King" is the title given him by his coworkers.

"Keep names of women and children in court cases out of our paper whenever possible," is his standing order. "It is our mission to help them, not put them down. The people of this community are not interested in such things. Avoid sensationalism always, build on facts only."

He is entitled to "Hon." before his name by reason of his service to the state, two terms as a representative and state senator for two years. His military title comes from his membership as aide-de-camp on the staff of Ex-Governor John McLane. In the latter capacity he attended the Russian-Japanese peace conference at Portsmouth in 1905, which gave him an opportunity to meet and know a great number of envoys and attaches who attended those memorable sessions.

"My ambition has always been to give our readers the best of service," he said recently. "I am determined to make our daily the best of any city the size of Keene in New England." There was nothing boastful in the manner in which he made this reply. He simply said what he meant and what he believes he can accomplish. And both from the standpoint of wire news and advertising the paper is rated second only to one in Manchester, New Hampshire's largest city.

Colonel Woodward is now 72 years old, but he acts several years short of his age. And he has still got a long head for business. New methods of doing things have not escaped his attention, and he prides himself in always keeping abreast of the times. If one wishes to see him radiate enthusiasm all that is necessary is to start conversation about newspaper work. He loves it and lives for it. He is on the job today just as much as he ever was, and shows no signs of slowing up.

Col. Woodward's only hobby is work, six days a week, some nights and every Sunday morning. His only recreation for some years has been a week's vacation in the summer and short trips in his automobile Sunday afternoons. He has not had time to indulge in that popular present day pastime, golf, or any other sports. He maintains his good health, careful living and lots of exercise.

There are but few men in Keene who were actively employed in any business here when Colonel Woodward became a publisher, and his period of ownership certainly appears to be longer than any other active business man. What he missed in education in his youth he has made up in study and travel since.

For more than 30 years he has been a director of the Keene National Bank and now its president. For several years he was prominent in Masonic circles.

All three of his partners in the Sentinel Printing company, Thomas C. Rand, Bertram Ellis and William H. Prentiss, have died. Mr. Prentiss, the last of these passed away last Feb. 10. His family retains his interest in the company. But Colonel Woodward is now the sole directing force of his organization. He is the "King."

Capital "Newspaper Row" Passes

With the recent removal of the Philadelphia Public Ledger from the office building on the corner of Pennsylvania Avenue and 14th street, Washington, D. C., the last vestige of the old-time "Newspaper Row" has left the capital forever. The Public Ledger is the last of the newspapers to move from the "Row" to more modern offices in skyscrapers in other parts of the city.

Canadian Merger Anticipated

With sale of Belleville (Ont.) Intelligencer to interests represented by S. B. Dawson, formerly connected with newspapers in Toronto and Stratford, it is anticipated that a merger of the two Belleville dailies, the Intelligencer and the Ontario, will shortly be consummated. The Intelligencer was formerly the property of Sir Mackenzie Bowell, once premier of Canada, who commenced his career as printer's devil in its office in 1838 and retained its ownership until his death a few years ago. Following the subsequent death of his son, C. J. Bowell, the paper has been run by Mrs. C. J. Bowell, with H. O'Beirne, formerly of the Stratford Beacon, as business manager.

Gardiner Citizens Resent Posters

Because complaints have become so numerous, the Gardiner, Me., Chamber of Commerce has placed before the City Council for action the matter of placing posters on telephone poles on the main streets of this city. The Chamber suggested that an ordinance be passed, prohibiting this undesirable display.

Adds Literary Supplement

The St. Paul Daily News has started a department of the Sunday issue called "The Literary Semaphore." It is a guide to the best books and is edited by Bernard Vaughan.

Prepare for the Holiday Rush

NOVEMBER and December are big advertising months. By acting quickly you can increase your share of this good business.

With the Ludlow system at work in your composing room you are ready for all display type requirements regardless of the unusual demands on your equipment.

You can produce last-minute page ads and also those considered as run-of-the-hook copy, in record time. You can set feature heads, or any kind of display composition in any quantity, or in any size from 6 to 60 point without machine changes. You can set light romans or bold Cheltenhams, Lining Gothics or beautiful Caslon Italics, in which the letters have the full kerning effect without having any kerns to break off.

As the Ludlow system of display composition meets the requirements of such great dailies as Chicago Daily News and the Philadelphia Evening Bulletin, surely it will meet yours, whether your plant is large or small.

The time to go after good business is when that business is within reach—not after it has gone by. We can help, if you act quickly.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

PAPERS SUE PASTOR FOR SLANDER

St. Paul Dispatch and Pioneer Press Ask $50,000 of Rev. Safford for Saying Brewery Owned Them

Suit for $50,000 damages was instituted in the Hennepin county district court Oct. 17, by the St. Paul Dispatch and Pioneer Press against the Rev. George B. Safford, superintendent of the Minnesota Anti-Saloon League. The action, which charges the Rev. Mr. Safford with slander, is based upon a statement made by him before the Presbyterian Synod of Minnesota on Thursday, Oct. 11 in which he asserted that ownership of the St. Paul Dispatch and Pioneer Press had passed into the hands of the Hamm Brewing company of St. Paul.

Finance and Commerce, a Twin City business news publication, carried on its front page the next morning the report of Rev. Mr. Safford's statement.

On Friday afternoon, Messrs. Oppenheimer, Peterson, Dickson & Hodgeson, attorneys for the St. Paul Dispatch and Pioneer Press, served a demand for a retraction upon the publisher of Finance and Commerce, and on the following morning the statement was retracted.

In bringing the suit, the St. Paul Dispatch and Pioneer Press have stated that they are animated by no desire to profit pecuniarily from the litigation, and announce that all damages recovered in the action will be given to charity.

"The ownership of the St. Paul Dispatch and Pioneer Press is, of course, a matter of public record" the paper states. The names of all their stockholders are on file in the office of the Secretary of State as required by state law. Moreover, all newspapers are required by Federal law to publish the names of all stockholders owning more than 1 per cent of their capital stock, together with a sworn statement of their circulation, twice a year. On Oct. 1, last, such a statement, in compliance with this law was published in both the St. Paul Dispatch and the Pioneer Press:

"There is not, it need hardly be added, any mystery about the ownership of the St. Paul Dispatch and Pioneer Press, and there never has been. Of the 30,000 shares of the stock of the Dispatch Printing company, publishers of both newspapers, 27,750 shares are owned by the estate of Mrs. George Thompson, who died on September 20 last, and Mr. Charles K. Blandin, president of the company. The remaining 2,250 shares are all owned by present or former employes of the St. Paul Dispatch and Pioneer Press and acquired by them by reason of their employment.

"The plan of continuing the ownership of the Dispatch and Pioneer Press so as to perpetuate the newspapers and the things for which they have stood, was conceived during the life of Mr. George Thompson, who died in Jan. 1917. Immediately thereafter it was put in contract form by Mrs. Thompson and Mr. Blandin. The fundamental purpose of Mr. and Mrs. George Thompson was to continue and maintain the absolutely independent position of the two newspapers, and to permit those in charge of them to speak in behalf of the public interest, unaffected directly or indirectly by any control, financial or otherwise."

ONTARIO (CAL.) REPORT GROWS

Recent Purchase Gives Paper Two Downtown Buildings

Crombie Allen and H. L. Allen, publishers of the Ontario (Cal.) Report, have announced the purchase of a building adjoining the present plant of the Report, for future growth of that paper.

The new building is 40 x 150. It has an island position, public highways on four sides, assuring ample daylight, which can never be shut out. With the addition of this annex, the Report will have ten thousand square feet of floor space on the ground floor, with their two buildings on one of the principal corners of the business district.

The Report enjoys the unique distinction of going into ninety-two per cent of the homes in the west end of San Bernardino county, which it serves. Crombie Allen, editor of the Report, is president of the Southern California Associated Dailies.

SCREEN ADS BANNED

Spokane Movie Owners Refuse to Bore Patrons

The movies as an advertising medium will be eliminated in Spokane, according to action taken by the Spokane Allied Amusement Association, which includes in its membership owners of all moving picture theaters in the city.

"We recognize the fact that people pay for amusement and that they do not care to be bored with advertising pictures," Dr. H. C. Lambach, treasurer, said. "Every week we are besieged with requests from individuals and organizations asking us to run slides and movie trailers. If the bars were let down it would not be long before each show would be accompanied by several minutes of display advertising. The only exceptions recognized at present are the Red Cross and government slides."

HAYNES TO PROSECUTE N. Y. NEWSPAPERS

Price Quotations of Bootleg Liquor In News Stories Is Volstead Violation, Dry Chief Rules

Roy A. Haynes, prohibition commissioner, has decided to proceed against newspapers and periodicals that publish price quotations on bootleg liquor in the news columns, as a violation of the Volstead Act. Instances recently called to Mr. Haynes attention in which New York newspapers and periodicals have listed "bootleg" prices in connection with news stories on the so-called rum fleet, will serve as the test. Mr. Haynes has announced that the legal division of the prohibition enforcement unit has been instructed "to institute action" against such publication under Section 17, Title 11 of the National Prohibition Act—a section which prohibits liquor advertisements.

No explanation was offered by the prohibition commissioner of the manner in which the Government officials were to construe facts printed as news matter in the news columns as advertising in the sense plainly intended in Section 17 of the Volstead Act. The section clearly is leveled at paid advertising put forth in publications and on billboard. Neither did Mr. Haynes explain why foreign publications were permitted to enter and circulate in the United States full of paid liquor advertising. He reserved comment when his attention was called to English publications, which have a large vogue in the United States appearing monthly with full page illustrated advertisements of popular brands of Scotch whiskey.

Section 17 of the Volstead Act which Mr. Haynes believes covers new publication of so-called liquor prices is as follows:

"It shall be unlawful to advertise anywhere, or by any means or method, liquor, or the manufacture, sale, keeping for sale or furnishing of the same, or where, how, from whom, or at what price the same may be obtained. No one shall permit any sign or billboard containing such advertisement to remain upon one's premises. But nothing herein shall prohibit manufacturers and wholesale druggists holding permits to sell liquor, from furnishing price lists, with description of liquor for sale, to persons permitted to purchase liquor, or from advertising alcohol in business publications or trade journals circulating generally among manufacturers of lawful alcoholic perfumes, toilet preparations, flavoring extracts, medicinal preparations, and like articles."

Net Paid Circulation of

DES MOINES DAILY NEWSPAPERS

As reported to the Postoffice Department

Comparison for Past 3 Years

Paid Average Six Months Ending	Register & Tribune Morn. & Even. Comb.	Morning Register	Evening Tribune	Evening Capital	Evening News
Sept. 30, 1920—	109,523	61,516	48,007	53,850	40,405
Sept. 30, 1921—	114,131	62,196	51,935	52,708	34,390
Sept. 30, 1922—	126,048	67,590	58,458	60,696	27,457
Sept. 30, 1923—	136,846	72,707	64,139	61,288	27,745
Total Gain or Loss for 3 years	27,323 Gain	11,191 Gain	16,132 Gain	7,438 Gain	12,660 Loss

The circulation of The Register and Tribune (morning and evening) now exceeds the combined circulation of the other two Des Moines newspapers by 55%.

THE REGISTER and TRIBUNE

Des Moines, Iowa

Represented in New York by I. A. Klein; Chicago by Guy S. Osborn, Inc.; Detroit by Jos. R. Scolaro; St. Louis by C. A. Cour; San Francisco and Los Angeles by R. J. Bidwell Co.

ELEVEN EDITORS JOIN SOCIETY

Board of Directors, Meeting in Chicago Set Their Next National Convention for April, 1924, in Atlantic City

Eleven editors were elected to membership in the American Society of Newspaper Editors at the mid-year meeting of the Board of Directors, Chicago, Oct. 9. The Directors decided upon Atlantic City for the next annual convention, and set the date for the Friday and Saturday following the annual meetings of the Associated Press and the American Newspaper Publishers Association at New York in April 1924.

Talcott Williams, for many years an active and distinguished journalist, and more recently head of the Columbia School of Journalism, was unanimously elected to full membership in the society, under the article which provides election to men who have attained particular distinction in the profession of journalism.

The board also elected to charter membership, M. S. Sherman of the Springfield (Mass.,) Union, one of the men, who was interested in the society at its inception, but who had neglected to take out active membership.

Others elected were: Stuart H. Perry, Adrian (Mich.) Daily Telegram; Charles K. McClatchy, Sacramento (Cal.) Bee; Clarke Salmon, managing editor, New Orleans (La.) Item; Frank P. Glass, editorial director, St. Louis (Mo.,) Star; Douglas W. Swiggett, chief editorial writer, Milwaukee (Wis.) Journal; Cooper Gaw, editor, New Bedford (Mass.) Standard; Tom Wallace, chief editorial writer, Louisville (Ky.) Times; Brainard Platt, chief of news department, Louisville Times; George A. Hough, Jr., news editor, New Bedford (Mass.) Standard; and Charles B. Forbes, editor, Nashville Tennessean.

The proposal made by Herbert Bayard Swope at the annual meeting in April 1923, that the society act as judge in the awarding of Pulitzer prizes for the best work in journalism, was discussed. No decision was reached, however. The question of reducing the population limitation for membership to 75,000 was also discussed, but no action taken.

Present at the meeting were: Casper S. Yost, Charles H. Dennis, George E. Miller, E. S. Beck, D. E. Smiley, and E. C. Hopwood.

NEW TIMES STYLE BOOK

Revised Edition Contains Latest Rules Governing Editorial Practise

The New York Times has just issued a new revised style book for the guidance of editors and compositors, containing complete style regulations for every department of the paper. The best authorities were consulted in order to make the book as nearly perfect in its standards as possible.

Regulations are given for spacing, paragraphing, quotations, caps and lower case, and figures. Forms for baseball charts, racing entries and charts, dog shows, football, yachting, and all other divisions of sport are contained in the book, as well as rules governing all matters of general practice.

The book contains 36 pages, and is revised up to August, 1923.

Ad Men Golf and Dine

With representatives of magazines, newspapers, farm and trade papers as their guests, the Cleveland Chapter of the American Association of Advertising Agencies gave a golf and dinner party in Cleveland on Tuesday, Oct. 9. About 75 publishers' representatives attended. This was the second affair of the kind given by the Cleveland chapter, the first having been held last year. Fifty-three representatives and agency men took part in a handicap golf tournament which was played over the new course of the Canterbury Country Club, following luncheon at the clubhouse. They were divided into two flights, according to the average of their best five scores for the year on their own courses, and prizes were awarded for best net medal scores in each flight.

Women Give Seitz a "Treat"

Don C. Seitz, of the New York World, was presented with a huge birthday cake to celebrate his birthday anniversary Oct. 24 by the Connecticut Federation of Democratic Women's Clubs at a luncheon given by that organization in New Haven. Mr. Seitz was speaking at the first session of the School of Citizenship of the League of Women Voters, held at Yale University.

BUSINESS LAUNCHED

E. F. Roberts Is Director of New Commercial Feature Syndicate

A new syndicate specializing in business news has entered the field—the U. P. C. News Service. While the syndicate venture is a new one, the concern back of it is one of the largest in the business publishing field. The United Publishers Corporation, publishers of the Iron Age, the Dry Goods Economist, Motor Age, Boot and Shoe Recorder and others.

Their first offering, a weekly interview with important figures in the business

E. F. Roberts

John T. Flynn

world, has within six weeks been taken on by more than 50 papers.

The syndicate is under the editorial direction of Edward F. Roberts, a veteran newspaper man of more than twenty years' experience. Before joining the United Publishers Corporation as editorial head of a group of their papers, he was successively city editor of the Associated Press in New York, cable editor, editor of one of the Scripps-Howard papers, and special writer on the Chicago Tribune. During the war he served in the British army and after demobilization was attached to the London office of the Associated Press.

The U. P. C. News Service is now launching its next venture, a daily business column written by John T. Flynn, and "Making the Grade," a feature specializing in the success stories of an inspirational character. Mr. Flynn is a widely known newspaper man. He was, until its consolidation with the Sun, managing editor of the New York Globe.

In Portland, Me.

and its immediate trading territory

the Evening Express

"The paper that goes home!"

has, by far, the

Largest Circulation

Latest U. S. census figures (1920) compared with Express' net paid City Circulation indicate that MORE than 15 of every 16 Portland Homes take the Express. "A Truly Remarkable Coverage!"

Portland Express

"The paper that goes home!"

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

CHICAGO GREETS LLOYD GEORGE

Former Premier's Windy City Welcome Rivals New York—28 Reporters Cover His La Salle Luncheon Speech

The Rt. Hon. David Lloyd George was enthusiastically welcomed to Chicago at a luncheon at the LaSalle Hotel last week given by the Chicago Association of Commerce. Judson F. Stone, president of the association, presided and George W. Rossetter, chairman of the Ways and Means Committee, had charge of the introductions.

The speakers were the Hon. William E. Dever, Mayor of Chicago, who extended the official welcome and Col. George T. Buckingham, who delivered the address of welcome on behalf of the citizens of Chicago. The attendance was in excess of 1,200.

Lloyd George arrived in the Loop district a little after 12 o'clock. He was escorted through the downtown financial and retail sections of the city by motor cycle police, marine band, a battalion of infantry and a reception committee numbering two hundred leading citizens in automobiles. The street crowds equalled the New York crowds in numbers and enthusiasm.

Mr. Lloyd George looked a little worn after his strenuous speaking trip through Canada, but was in good voice and aroused the wildest enthusiasm of his audience by the declaration that it "requires more courage to make peace than to make war."

"Democracy is in peril," he said, "after the greatest triumph it ever had."

Those covering his Chicago visit for the wire services and local and out of town newspapers were the following:

George Schreiber, Evening Post; Robert Cleveland, Daily Journal; Joseph Christiansen, Daily Journal; Miss Elizabeth Walker, Daily Journal; Miss Genevieve Forbes, Chicago Tribune; Donald Ewing, Chicago Tribune; Samuel Blair, Chicago Herald and Examiner; R. A. Scott-James, London Daily Chronicle; John McH. Stuart, New York Herald; Frederick B. Edwards, New York Tribune; Wm. M. McCann, Chicago Evening American; Thomas Quinn Beesley, Chicago Herald & Examiner; Lucy S. Doyle, Toronto Telegram; Frederick H. Gurtler, (Shorthand Reporter); James R. Nourse, Universal Service; W. L. Stidger, Detroit Times; Stanley High, Christian Science Monitor; Lawrence C. Martin, United Press; Edwin S. Griffiths; Cleveland Plain Dealer; John J. Stanley, Cleveland Times; B. D. Hulen, Associated Press; K. W. Fasold, Pathe News, N. Y.; J. C. Hamilton, Associated Press; W. A. Warn, N. Y. Times; G. R. Cleveland, Chicago Journal; Gaston Seely, Chicago Post; Sherman Duffy, Chicago American; Pedro Llamiza, Christian Herald Examiner.

LLOYD GEORGE HOST TO CURTIS

Gives Dinner to American Publisher and St. Louis Business Men

David Lloyd George, war-time Premier of Great Britain, who spoke in St. Louis last Friday, was host at a dinner in the Daniel Boone Room of Hotel Statler to Cyrus H. K. Curtis, of the Saturday Evening Post, Ladies' Home Journal and Philadelphia Public-Ledger, who was passing through the city. Others attending the dinner were Edward Hidden, chairman of the reception committee for Lloyd George; W. F. Carter, attorney; John G. Lonsdale, president of the National Bank of Commerce; M. L. Wilkinson, president, Scruggs, Vandervoort & Barney Dry Goods Company; Clarence H. Howard, president, Commonwealth Steel Company; W. Palmer Clarkson, president, Pioneer Cooperage Company; James E. Smith and several members of the former Premier's party.

Walter B. Weisenburger, assistant to the president of the National Bank of Commerce, retiring president of the Advertising Club of St. Louis acted as toastmaster to a dinner given to the newspaper men of the party in an adjoining room.

Chicago Owners Meet Lloyd George

Chicago newspaper proprietors and executives were introduced to David Lloyd George at a special luncheon given Oct. 17 at the Hotel Drake, Chicago. Those present included: Victor F. Lawson, Col. R. R. McCormick, J. C. Eastman, John C. Shaffer, S. E. Thomason, and Roger Keehn.

Cartoonist Jailed in Spain

Manuel Carrasco, cartoonist, has been sentenced to six months' imprisonment for the publication of cartoons in a Barcelona newspaper against the new government. He began his term Oct. 24.

NEW JERSEY'S LEADING PAPER

THE NEWARK NEWS

is using every day a Scott "Multi-Unit" Press consisting of six four page Units and Four Folders. In its new building under construction it is going to install a battery of Scott Unit Presses consisting of

Twelve Units and Eight Folders

When installed this equipment will be the largest and best in the State of New Jersey and worthy of your inspection.

SEND FOR OUR LIST OF USED PRESSES

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PLAINFIELD, NEW JERSEY, U. S. A.

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Obituary

A. CURTIS BOND, aged 65, New York correspondent of the Pall Mall Gazette and the London Evening Standard, died suddenly of heart disease in New York City, Oct. 22. Mr. Bond was well-known in British newspaper circles. He was at one time associated with Sir Davison Dalziel in the Dalziel Agency, 15 Moorgate street, London. He was author of a play, "Mrs. Kent of Paris," which ran successfully in London. Recently he had been engaged in Porto Rican research by the Porto Rican Steamship Company. He is survived by his wife, Lillian Curtis Bond.

MRS. R. B. WALTHALL, wife of State Oil and Gas Supervisor R. B. Walthall, former owner and publisher of the Garrison (Tex.) News, died at Austin, Oct. 16. All departments of the state were closed and the Texas flag was placed at half mast, out of respect to her memory.

TRACEY LAYARD ROBINSON, English journalist, for many years on the staff of the Philadelphia Inquirer, died Oct. 12, at Dorking, England.

NICHOLAS J. SKERRETT, aged 46, veteran newspaper man, city editor of the Worcester (Mass.) Gazette, died Oct. 18 in Worcester. Commencing newspaper work in 1896, Skerrett had continued in it with a break of only two years, when he served in Cuba through the Spanish-American War. He joined the staff of the Gazette in 1907.

ANDREW V. BARBER, aged 53, veteran cartoonist and legislative correspondent of the Bridgeport (Conn.) Herald, and the Waterbury (Conn.) Herald, died Oct. 21 after a nervous breakdown.

PHILIP GOTTHELF, aged 54, for 25 years owner and publisher of the Elite Magazine, devoted to women's fashions, New York City, was struck by a truck and killed in New York, Oct. 20. He was a pioneer in the publication of women's fashions and was president of the Elite Styles Company, which he founded.

"COLONEL" JOHN H. SELLERS, aged 78, veteran printer and Civil War veteran, died at his home, Springfield, O., Oct. 22. He was a foreman at the Springfield Publishing Company until he was forced to give up active work about five years ago.

J. FRANK JONES, aged 67, died Oct. 14 in Denver, Col. He was known throughout Illinois for his newspaper associations, joining the circulation staff of the Springfield (Ill.) Journal when he was about 14 years, and later transferring to the Chicago Daily News, finally advancing to state circulation manager of that paper. For 10 years afterward he was circulation manager for the Decatur (Ill.) Review.

ARTHUR G. BROWN, aged 43, secretary of publicity for the state of Illinois, former Chicago Herald-Examiner and American staff man and associated with trade papers in the Chicago field, died Oct. 16 in Peoria, Ill. He began his career on the Monmouth (Ill.) Review, editing the Daily Atlas between 1905 and 1910.

MRS. STANLEY MOHLE, wife of the publisher of the Lockhart (Tex.) Post Register, died Oct. 13 at Lockhart.

CHARLES NORENBERSKY, aged 60, pioneer Jewish resident of Des Moines, Ia., died Oct. 13. He was father of Jack Norenbersky, sports editor of the Des Moines Evening Tribune.

JAMES I. HURLEY, son of the late Otho Hurley, formerly publisher of the Andrew County (Mo.) Democrat, took his own life recently by leaping from the eighth floor window of the Frederick Hotel in Kansas City.

WILLIAM HAMAR GREENWOOD, former managing editor of the Toronto World and brother of Sir Hamar Greenwood, former Chief Secretary for Ireland, died at Toronto on Oct. 19. He started newspaper work as a reporter on the Toronto World and rose to be news editor. In 1904 he became managing editor of the London, Ont., Free Press, but later returned to the World as managing editor.

CHARLES F. BLACK, editor of the Waubay (S. D.) Clipper for the past twenty years, died recently.

ANDREW G. WOLFENBARGER, member of the Lincoln, Neb., bar and former Nebraska newspaper publisher, died Oct. 8, at Lincoln.

EDWARD STANWOOD, aged 82, historian and former newspaper and magazine editor and correspondent, died in Brookline, Mass., Oct. 11. He was assistant editor of the Daily Advertiser from 1867 to 1882, and editor in 1882. From 1887 to 1911 he was managing editor of the Youth's Companion.

GEORGE SIDNEY HILL, aged 49, night clerk in the press room of the New York World, died Oct. 19, in Brooklyn.

ARTHUR FREDERICK ALDRICH, aged 62, yachting editor of the New York Herald, died in Brooklyn Oct. 23. He began writing on yachting 40 years ago for the Mail and Express, and was in turn yachting expert on New York Times, Press, Sun, and Herald.

THOMAS J. TRASK, aged 74, veteran pressman and for more than half a century connected with the Augusta (Me.) Kennebec Journal, died Oct. 10, at his home in Chelsea.

ANTHONY HELMS, aged 81, editor and owner of the Mitchell (Ore.) Sentinel, died Oct. 10. He was born in Missouri in 1842.

CHARLES A. O'ROURKE, aged 36, newspaper man of Reading, Pa., died at his home.

CHARLES B. STEVENS, aged 48, well-known newspaperman of Scranton, Pa., died recently.

ROBERT HARRISON HOWE, aged 67, for the past thirteen years manager of the affairs of William Bross Lloyd, millionaire publisher, died in Chicago, Oct. 9.

Sphinx Club Dinner Nov. 13

The October dinner of the Sphinx Club, New York, scheduled for Tuesday, has been postponed until Nov. 13. It will be held at the Waldorf-Astoria.

FOR PROMPT SERVICE

TYPE · BORDERS · ORNAMENTS
BRASS RULE

Printers' Supplies · Presses · Paper Cutters

Hamilton Wood & Steel Equipment
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AMERICAN CUT-COST EQUIPMENT
Carried in Stock for Prompt Shipment

American Type Founders Company

Boston Baltimore Buffalo Detroit St. Louis Denver Portland
New York Richmond Pittsburgh Chicago Minneapolis Los Angeles Spokane
Philadelphia Atlanta Cleveland Cincinnati Kansas City San Francisco Winnipeg

Remember?

It isn't such a far stretch for memory to recall the day when you had to wait for a long, clear, cold spell of weather before you could have sausage.

Today?

No wait for weather or seasons. Just telephone your meat dealer.

The delightful tang of October days is made more zestful by a breakfast of Brookfield sausage, made from the choicest morsels of carefully selected pork, blended with spices.

That is but one of the services that Swift & Company renders — making available to you numerous products of the highest quality, when, where, and as you wish them.

This has been made possible by the development, during more than a half century of service, of 23 packing plants adjacent to the best producing centers, hundreds of branch distributing houses, one of them near you, and several thousand refrigerator cars which carry the meat to your dealer in the best condition.

Volume production enables Swift & Company to offer you this service at an average profit from all sources of only a fraction of a cent a pound.

Swift & Company,
U. S. A.

125

COPY READER UTTERS CRITICAL WAIL

Tilts at Youthful "Star" Reporters, "Fine Writers," Journalism Grads, and Asks More Appreciation for His Own Job

By a Copy Reader

This is the wail of a copy reader.

I want to know why it is managing editors persist in their policy of making star reporters and foreign correspondents of young men who show promise of a future, without regard to any other qualifications.

Most copy readers who are on the fringe of the last generation have attained their present exalted positions via the reporter route. "When I was a cub" you couldn't get on the copy desk unless you had been a reporter. Nowadays you can get a diploma from one of the many schools of journalism and, presto, you are a copy reader. I have seen lots of men in the last few years in my travels about the country who have gone to bed in their proper health and have waked up copy readers.

In my humble opinion no man is fit to be sent out of town on an important assignment unless he has had a trick on the copy desk. Before he wastes the paper's money on tolls he should know about what the policy of the desk is and should then fit himself to that policy when he starts to write. The average head of a desk and the men on the rim are hard boiled and what they want is news-facts—not literature and fine writing in a news story. When they get anything else they invariably say, "Oh, hell," and sharpen the old pencil with a grim smile.

Particularly should foreign and Washington correspondents have been graduated from the desk. I don't mean that it is necessary for a man to make a life work of copy reading but he should have been on the desk long enough to have absorbed the editorial policy of the paper and the news policy. This would work two ways. It would save a lot of money to the paper and it would save the reporter's feelings in many cases, because with his knowledge of what is required he could write his story so that it would not be necessary to cut it much.

And while I am on this subject let me ask something brand new. Why is it the copy reader has never come into his own? Why is it that the powers that be will pay a man $10,000 a year to write stories and then turn them over to a $60 or a $75 a week copy reader to make them fit to put in the paper and libel-proof?

Who gets bawled out for mistakes? The reporter, yes, in a way, but the copy reader is told that he is there to catch mistakes. The $60 man must be able to tell the $10,000 man he does not know what he is doing. Why not admit that the copy reader is in reality an editor and put him on that salary basis and give him the prestige he deserves?

Personally, I prefer to write stories, and such mild success as I have had in reporting I attribute in good measure to my knowledge of the editorial and mechanical requirements of a paper. One thing sure, if I am going to join a new paper I ask to sit on the desk for a while to find out the paper's policy and bugs.

How many reporters know about or pay any attention to news deadlines when they are sent out of town? And why should they? Nobody has ever told them anything about such things, and the consequence is they file at any old time—unless they have had desk experience.

I am not unsympathetic to schools of journalism, but I do think they are misunderstood by those who take the course. A graduate of such a school should be like a doctor; after he has been graduated he should realize that all he has learned is *how* to learn. A medical graduate goes into a hospital as an interne, if he is fortunate, after he gets his sheepskin and works there for a year at least for not a cent. But he gets a million dollars' worth of experience.

I do not think graduates of schools of journalism should work on a paper for nothing, by any means, but surely they are not capable of doing the work of a seasoned newspaper man or woman, yet they demand the salary of the veteran. I know because I have been a city editor and have had hordes of them hit me for jobs. They flourish like the green bay tree in the middle west. It may be jealousy on my part because, for myself, I have only a degree from a fairly good sized university in the east and have not had the advantages of the journalistic course.

I didn't intend to go off at a tangent when I sat down to write this wail, but if it stirs up one or two editors I will give three cheers—especially if it stirs up mine.

WILEY ANNOUNCES RELIEF TOTAL

New York Newspaper Industry Gives $41,254.96 to Japan

The newspaper industry of New York City contributed $41,254.96 to the Japan Relief Fund of the American Red Cross, Louis Wiley, business manager of the New York Times, and chairman of the Japanese Relief Newspaper Committee, announced this week. Among the more important contributions are:

New York World Collection	$7,528.00
Editor & Publisher Collection	3,923.50
Daily News Collection	949.00
Herbert B. Swope	500.00
Editor & Publisher	500.00
Paul Block	500.00
Fairchild Publishing Co.	215.65
Fairchild Advertising, Inc.	215.65
New York Evening Post Collection	205.10
A. W. Dodsworth	200.00
Jewish Morning Journal	166.00
Wall Street Journal	132.30
New York Tribune Employes	130.75
King Features Syndicate, Inc.	117.51
J. O. Adler	100.00
A. H. Sulzberger	100.00
Ogden Reid	100.00
The Day	100.00

N. Y. DAILIES REFUSE REBATE TO STORES

Advertisers Told That Circulation of Individual Papers During Press Strike Will Not Be Divulged

Unsuccessful efforts have been made by a number of large local advertisers and advertising agencies to secure a rebate from the New York City newspapers, based on allegations that the circulation afforded advertisements during the recent pressmen's strike was below the stated or implied basis on which the publishers' rates were set.

Requests by the advertisers and agencies for circulation statements covering the period of jointly issued newspapers during the strike were referred by individual publishers to the Newspaper Owners' Committee of Eight, under authority and control of which the papers appeared during the strike. This committee refused to state the circulation of any particular paper at that time, adding that "all advertisers knew, when advertisements were ordered, the conditions under which such advertisements were published."

During the first two or three days of the strike, local and national display advertising was refused by practically all publishers. Several of the local stores, however, representing that their businesses would be seriously injured by lack of newspaper advertising, prevailed upon the publishers to accept small copy and to publish as much of it in the combined editions as space would permit. No conditions were then made regarding reduction in rate for curtailed circulations.

No rebates will be paid, the publishers have determined, and it is understood that their position has been accepted by all of the claimants, which numbered about 30, with the exception of one department store and one large advertising agency. All others are honoring the publishers' bills.

WILL TRAIN RURAL WRITERS

Ithaca College Opens Free Course for Country Correspondents

A course of instruction for rural correspondents, to begin on Nov. 7, has been established at the New York State College of Agriculture, Ithaca. The lessons in rural news writing are included in the so-called short winter courses in general agriculture and may be taken in connection with other work. Tuition is free to citizens of New York State.

This course has been added, it is stated, because of the growing intefest in the country newspaper as a factor in community life. The rural correspondent, it is believed, can make a very definite contribution to his neighborhood by being able to report clearly and well events which are of more than personal interest. It is felt that the course should enable a person who has any aptitude for writing to write community news so that it will meet the needs of newspaper editors.

COLUMBIA DRY MATS

are used by some of the largest domestic and foreign newspapers. They are unsurpassed in quality.

Dry Mats provide not only for healthier working conditions, but are more practical, economical and reliable than Wet Mats.

Immediate shipment from stock.

TRY THEM. ASK FOR SAMPLES.

COLUMBIA OVERSEAS CORPORATION

12 East 12th Street New York, N. Y.

Stuyvesant 5909

Muskogee Third City of Oklahoma!

Are We Downhearted?

NO!!

In spite of the fact that the Governor declared the entire state under martial law and repeatedly threatened to close the fairs in Oklahoma, the State Fair number of the MUSKOGEE DAILY PHOENIX carried more advertising than any other issue of any newspaper in the entire state for over two years.

This issue, on the day preceding the opening of the Oklahoma Free State Fair at Muskogee contained ten thousand, five hundred twenty-two inches of paid advertising. This was not a special edition in any sense and was sold entirely by our regular local force and exceeded both the large Petroleum Exposition numbers of Tulsa and the Oklahoma City Fair numbers of Oklahoma City by approximately one thousand and two thousand inches.

Notwithstanding the quantity of unpleasant publicity the state has received of late, all of Oklahoma in general and Muskogee in particular are in an unparalleled excellent condition, the State Fair number of the

Muskogee Daily Phoenix

—— Proves It

Send for our new booklet "MUSKOGEE, THIRD CITY OF OKLAHOMA," John M. Branham Company, special representative.

THE
Daily Mail
with its
WORLD'S RECORD
NET DAILY SALE

enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.

DAILY MAIL
NEW YORK OFFICES
280 Broadway
Telephone: Worth 7270

Gravity Never Goes on Strike

It is obvious that gravity should be used to the utmost. Printing being one of the oldest industrial arts—one would expect to find it a leading user of this costless, inexhaustible force. Yet the first newspaper plant to have *a studied application of the fullest utilization of gravity* has been in operation less than a year. We supplied the straight line and gravity plan for that plant.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production Operation
120 West 42nd St. New York

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A. B. C.

KELLY-SMITH CO.
Marlborough Bldg. New York
Lytton Bldg. Chicago

in WISCONSIN

The Sunday Telegram has BY FAR the largest circulation of ANY Wisconsin newspaper. It is fast gaining the recognition of national advertisers who seek to capture this rich market.

INVESTIGATE!

Learn the truth of the latest audits, and you'll use the

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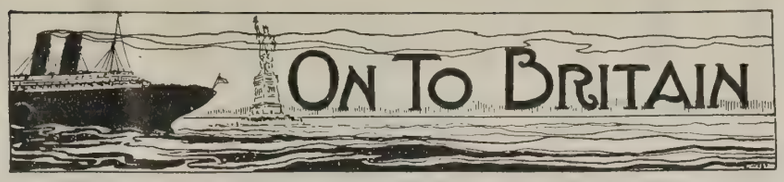
REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT
(*London Editor*, EDITOR & PUBLISHER)
London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

"District 14" Gets Going—After suffering criticism for its apparent inactivity and silence, the Convention Committee in London has suddenly got things going with a rush, and in such a fashion that it is evident considerable work has been done behind the scenes in the long interval of silence. Seemingly, however, it was realized that there was some justice in the claim for news of what was being done and for this and other reasons the meeting of the General Committee representing the twenty-three organizations concerned originally fixed for Oct. 15 was put forward to Oct. 8. Details of this were contained in my news cable of Oct. 9, but I am now able to give fuller particulars of the meeting and the constition of the various sub-committees.

Mr. W. S. Crawford, secretary of the Executive Council, tells me that letters from America commenting on the work done declare that in her plans London is already at least three months ahead of any American city honored by an A. A. C. of W. convention.

Certainly the news of the progress of the movement has awakened new enthusiasm everywhere here.

Sir Charles Higham's resignation from the committees has been a topic for discussion, but it is generally felt that whatever happens, this electric personality will take a hand in the proceedings from an early date. Some criticism has been offered of the fact that EDITOR & PUBLISHER printed his Publicity Club speech, in case American friends imagined that there was disaffection in the ranks here. On this may I be permitted to say that EDITOR & PUBLISHER will print all news concerning the movement, whether it be for or against, and that its London editor cannot be gagged.

British Delegation to Serve—Mr. C. Harold Vernon, who presided at the meeting of the Convention General Committee, made the interesting announcement that the members of the British Delegation who went to Atlantic City were to be co-opted to serve on that General Committee. This is as it should be and already a number of these have been elected to sub-committees, including Lieut. Col. E. F. Lawson to the Finance Committee, Lieut. Col. G. S. Hutchison to the Program Committee, Ivor Fraser and Thomas McDougall to the Transport Committee, and E. Morison to the Historical and Sightseeing Committee.

The New Sub-Committees—The Executive Council as at present existing consists of the General Committee of the Thirty Club, but is being broadened to take in a member of all organizations represented. This Executive Council will control the various sub-committees, of which the following details were given. These sub-committees, by the way, are as yet only in skeleton form and will be enlarged as time goes on.

The National Reception Committee will consist of the president of all clubs and associations, and, in addition, prominent men in the political and business world who evidence interest in the convention. This committee will not be responsible for the actual entertainment, but will receive the delegates on arrival and act as hosts at official receptions and entertainments.

The Program Committee (Chairman, Mr. W. S. Crawford), will manage the convention and arrange the actual convention program, registration, badges and the printed program of activities, working in conjunction with the Program Committee appointed by the president of the Associated Advertising Clubs of the World under the chairmanship of Mr. Tipper in New York. A representative from each of the organizations dealing with specific interests will be included on this committee.

The Finance Committee (Chairman, Mr. John Cheshire) will take entire responsibility for finance, both for raising money and controlling all expenditure. The chairman made it quite clear that it was purposely arranged that finance should not be in the hands of any one club and that a special Convention Account had been opened at Lloyds Bank.

On to London Committee—The chairman explained exactly what the On-to-London Committee was intended for and on his suggestion it was agreed that the function and constitution of this committee be left to the Executive Council to deal with. (Sir Charles F. Higham was originally chairman of this committee, but has resigned.)

As to the Accommodation Committee (Chairman, Mr. Horace S. Imber), Mr. Imber stated briefly that his committee had got to work at once, in view of the possibility of some difficulty arising in securing accommodation next year, and said that so far his committee have been able to make hotel reservation for 1,300 delegates and in addition hundreds of promises from individuals to house the guests from overseas in their homes.

The Transport Committee (Chairman, Mr. Ivor Fraser) will arrange and carry through all matters relating to transport of delegates after arrival in London, both to and from the convention venue and to and from the various sightseeing and entertainment centers, and will work in co-operation with the other committees dealing with entertainment.

The arranging of social functions and entertainments in connection with the convention proper will be in the hands of the social and Entertainment Committee (Chairman, Mr. J. C. Akerman) and they will arrange special supplementary entertainment, such as theatre, luncheon, dinner and garden parties, etc., during and subsequent to the convention, and will co-operate with the National Reception Committee at the time of the convention in receiving and entertaining delegates.

The National Sightseeing Committee (Chairman, Mr. T. B. Lawrence) will prepare and carry through programs of entertainment other than those dealt with by the Social and Entertainment Committee and will include the conducting of parties through London and its environs and will work in co-operation with the railway companies, newspaper interests and municipalities and arrange visits to provincial centers. The chairman remarked that it was intended this committee would appoint local committees throughout the country.

London Social Clubs Committee—It is realized that the Advertising Clubs in London have very limited accommodation for the entertainment of delegates from overseas and the provinces, and it was agreed to equip club headquarters in central London for the period of the convention to supplement and centralize club rooms for the following clubs and any others that may desire to participate: Aldwych Club, Association of Advertisement Managers, Fleet Street Club, Publicity Club of London, Thirty Club, Advertising Club of Ulster.

Mr. Wareham Smith, chairman of the Aldwych Club, briefly explained the object of this committee and said that he was forming a sub-committee from the clubs mentioned for the purpose of making the necessary arrangements.

When you come to London—

Don't miss seeing how the mammoth weekly issue of JOHN BULL is produced within 48 hours and distributed throughout the length and breath of the Land.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.

JOHN BULL

For Advertising Rates and Particulars write:
PHILIP EMANUEL,
Advertisement Manager
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

"In Boston It's the Post"

Circulation Averages for 1922

BOSTON DAILY POST
396,902
Copies Per Day

BOSTON SUNDAY POST
401,643
Copies Per Sunday

First in Local, General and Total Display Advertising

Short Talks on Advertising

By Charles Austin Bates

A Weekly Syndicated Service for Daily Newspapers

Written with the idea of helping to accomplish four things:

(1) To convert to newspaper advertising the local merchant and manufacturer who do not now use it.
(2) To make better and stronger advertisers of those who are already in.
(3) To further educate the reading public in the reliability, truthfulness and economic value of advertising and the advantage of buying advertised merchandise.
(4) To insure from national advertisers the consideration newspapers should have in comparison with all other media.

Complete information on request.

CHARLES AUSTIN BATES
33 W. 42nd Street New York

NEA NEA

News Feature Stories with Art Are Furnished Daily with—

NEA FULL SERVICE

Write or wire collect FOR SAMPLES AND RATES.

NEA SERVICE INC. NEA
1200 W. 3RD STREET
CLEVELAND, OHIO.

EDITORIAL

ROADS TO LEADERSHIP

WHILE American newspaper men will read with interest Senator Dupuy's statements on the functions of a newspaper as outlined in an interview in this issue of EDITOR & PUBLISHER, we do not believe that many will agree with him that leadership of the people is not one of them. Such a belief would be contrary to the principle of journalism as laid down in America.

Senator Dupuy is the proprietor of Le Petit Parisien, probably one of the most successful of French newspapers, and in point of circulation probably without a peer in the world. For this reason anything that he has to say upon the place of the newspaper in the affairs of man is of interest and demands consideration from other members of the craft.

Le Petit Parisien today has a circulation of almost 2,000,000 and during the war ran as high as 3,500,000. This is unusual measured by the standards of any country, especially inasmuch as this French journal is only an 8-page paper and rarely does its advertising exceed 3 pages. Measured by financial return for the advertising carried, however, it far exceeds the voluminous journals of the United States, Canada and Australia and the more limited publications of England. Its per line rate is about 50 francs, or at the present rate of exchange, approximately $3.00, and at the normal rate $9.65.

When we take into consideration the French merchant's and manufacturer's lack of appreciation of the value of newspaper advertising and compare the rate Senator Dupuy receives from his limited field with the exceptionally low rates charged in the United States, we must acknowledge him to be one of the outstanding publishers of the world.

Senator Dupuy has very definite ideas as to the mission of the press and the amazing circulation of his own newspaper is sufficient testimony of the soundness of some of them at least. Strange as it may seem, this French proprietor believes it to be a wrong for an editor to impose his personal ideas on the people. In other words, he believes the purpose of the editorial is to generalize on news, to explain and to educate but not to lead. He even goes further and says that attempts to lead creates personality and that newspaper failure can usually be traced to too much personality.

On other points, such as the short life of success built upon sensationalism, he will no doubt find many in America who agree with him but others who will just as heartily disagree, but on the right of the newspaper to lead we doubt that he will find many supporters on this side of the Atlantic.

While our newspapers may be looked upon by some as merely great commercial institutions, nevertheless, the outstanding successes of American journalism have been built around great personalities. It is too long a list for repetition here. On the other hand American journalism is dotted with failures that can be directly attributed to lack of personality and failure to accept leadership in time of crisis.

If Senator Dupuy will look behind the scenes of the successful newspapers in the cities which he visits during his American tour he will find that their big circulations—as measured by American standards—and their great volume of advertising came as a result of great personalities who accepted the responsibility of service and leadership and were a driving force in the progress of their communities and the nation.

THERE is something so enticing about secrecy that even men who are in every other way wise in the habits and desires of all men persist in it. Secrecy is one of the greatest attractions of diplomacy and what history calls statecraft. It takes only a blunt spoken Jan Smuts to show how futile are the international practices of 1914. Many problems of the people of the world continue to be shrouded in doubt but even they will finally find a plain spoken exponent. After that the burdens of all people, even if not lightened, will at least be made clear and we will have a better understanding of where we are going.

THE DIVINITY, HUMANITY, AND OFFICE OF JESUS CHRIST

St. John I: 1-14

IN the beginning was the Word, and the Word was with God, and the Word was God.

The same was in the beginning with God.

All things were made by him; and without him was not any thing made that was made.

In him was life; and the life was the light of men.

And the light shineth in darkness; and the darkness comprehended it not.

There was a man sent from God, whose name was John.

The same came for a witness, to bear witness of the Light, that all men through him might believe.

He was not that Light, but was sent to bear witness of that Light.

That was the true Light, which lighteth every man that cometh into the world.

He was in the world, and the world was made by him, and the world knew him not.

He came unto his own, and his own received him not.

But as many as received him, to them gave he power to become the sons of God, even to them that believe on his name:

Which were born, not of blood, nor of the will of the flesh, nor of the will of man, but of God.

And the Word was made flesh, and dwelt among us, (and we beheld his glory, the glory as of the only begotten of the Father), full of grace and truth.

ADVERTISING has had many follies, but none have excelled the common theater practice of giving pairs of seats with a stated money value in excess of $4, according to present money standards, in exchange for the right to paste an expensive 8-sheet poster on the blindside of a barn or hang a card in the local barber-shop window. It is therefore refreshing to find a large theatrical firm controlling more than a dozen theaters in southern Ohio announcing that its entire advertising appropriation for next year will be spent in the newspapers. In making the announcement recently William A. Clark, director of advertising of the Lisbon Theaters, of Cincinnati, said: "There is no advertising which so completely blankets the homes so cheaply as newspaper advertising and certainly none is so effective."

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Toronto: W. A. Craick, 60 *Lympstone Avenue, Lawrence Park.*
St. Louis: Roy M. Edmonds, 1638 *Arcade Building.*
Chicago: L. B. Gilmore, 30 *North Dearborn Street.*
Washington: Sam Bell, Pennsylvania Avenue & 14*th Street.*

10 *cents a copy;* $4 *a year; foreign* $5; *Canadian* $4.50

TREES AND NEWSPAPERS

WHEN newspapers are the subject under discussion how often do we think of trees?

Trees are a big factor in making possible nature's response to civilization's demand for comfort, entertainment and luxury that is measured in the intellectual things of life. Have you any trees in your community? If not, why not; where have they gone and why were they not replaced? Forestation is one of the greatest problems before the American people today.

Upon its proper solution depends the happiness of millions of people in the not far distant tomorrow when the last reserve of this nation, which less than one hundred years ago had an inexhaustible supply of timber, will be gone. Waste as we practiced it, let us hope, belongs to the past. The present crop and others to come must be harvested as one of the most valuable products of our soil.

We must begin now to sow a new crop for the not too distant future.

This is a problem in which the newspapers are vitally interested. The newspaper of today was a tree yesterday. Every forest reserve is an asset to meet future accounts. Every tree that is permitted to ripen and rot is waste and a total loss.

To meet the needs of the immediate future we must plant and harvest—the days of buying and cutting are rapidly passing. Forestry is a problem of many lessons that the press should teach to every citizen.

KEEP THE RANKS CLEAN

THE White House correspondents should receive the whole-hearted support of all newspaper men in their efforts to bar all except bona fide newspaper men from stated and called conferences with the President of the United States.

No trained newspaper man whose sole duty it is to secure the story of events whether unfolded by President, Cabinet Member, Senator, Representative or spokesman for capital or labor, will question the wisdom of this action. Washington has too long been the feeding-ground for the tipster and propagandist and a complete house-cleaning is in order before the coming important meeting of Congress.

The action of the White House correspondents sets an excellent example for other groups of newspaper men to follow, but it should not be the end. It is up to newspaper men themselves to keep their ranks clean. They have a professional obligation that transcends the rights or feelings of any individual, no matter who he may be or whom he may represent.

The tipster has no place and if the propagandist persists in being a very unnecessary evil that is going to be forced upon us against our will, then let him bask in the sunlight in order that we may all see through him.

FED AND WATERED PUBLIC OPINION

JUDGED by the aftermath, the much-advertised match between Zev and Papyrus was a failure so far as good sportsmanship goes.

A much press-agented "sick" horse ran away with the honors and the smooth-shod English Derby winner skidded around in a puddle of mud.

It was not much of a story as thrills go. In fact, we believe the best story of the event was written the day before. Capt. Sidney Goltrey, racing editor of the London Daily Telegraph, internationally known as "Hotspur," was the author of the following which was carried by the United News:

"The papers are declaring, as I write, that our horse is actually favorite. Public opinion here, fed and watered as it is by the writers who specialize with stop watches, has turned a complete somersault, as it were."

Fed and watered public opinion! What other expression so well describes the contents of our so-called sport pages.

And who benefits after the fattening? Certainly not the newspapers, and hardly the public. But responsibility for continuation of the practice rests with the editors.

PERSONAL

E. LANSING RAY, president of the St. Louis (Mo.) Globe-Democrat; Elsey Roberts, publisher of the Star; George S. Johns, editorial writer for the Post-Dispatch, and G. A. Butler, of the Times, have been named directors of the St. Louis Municipal Theater Association, which conducts summer opera in Forest Park.

Sir Roderick Jones, head of Reuters, Limited, and Lady Jones, of London, were guests at a dinner Oct. 18, at the Ambassador Hotel, New York City, given by Kent Cooper, of the Associated Press, and Mrs. Cooper. Other guests were J. J. Pulleyn, Melville E. Stone, Mr. and Mrs. Loring Pickering, Mr. and Mrs. W. C. Cannon, F. Douglas Williams, Miss Marian O'Neil, and R. H. Davis.

A. L. Shuman, treasurer and advertising manager of the Fort Worth (Tex.) Star Telegram, visited New York this week.

W. F. Herman, proprietor of the Windsor (Ont.) Border Cities Star, accompanied by Mrs. Herman and Messrs. W. L. Clark and Ellison Young, recently made a 5,500 mile motor trip through 14 western states.

W. E. Pope, owner of the Corpus Christi (Tex.) Times, and member of the State Legislature, contemplates becoming a candidate for Governor.

Nathan Green, publisher of the Jewish Press at Omaha, Neb., who was injured Oct. 6 in an automobile accident, is rapidly recovering.

Senator Arthur Capper, owner of the Topeka (Kan.) Capital and the Capper Publications, has presented Fairmount College, Wichita, with a $1,000 scholarship to be known as the Arthur Capper Scholarship.

Herbert Quick, the author, was guest of honor at a dinner given recently by the Allied Art Association and Bookfellows at Chicago. Among the guests were Mr. and Mrs. John T. McCutcheon, Mr. and Mrs. James Weber Linn, Prof. Stuart Pratt Sherman, Miss Olga Menn, Gen. Charles C. Dawes, Carl Sandburg, Gene Markey, Louise Ayres Garnett, George Ade, Test Dalton, Mary Hastings Bradley and Harry Hansen.

Frank E. Gannett, publisher and editor-in-chief of the Rochester Times-Union, has returned to his desk from a short rest vacation at Ashville, N. C.

Guy Hickok, for five years Paris correspondent of the Brooklyn Daily Eagle, returned to France Wednesday after a six weeks' visit to this country. Just before his departure Mr. and Mrs. Hickok were entertained at dinner at the Crescent Athletic Club by the executive officers of the Eagle. There were more than forty in attendance.

Wendell Mayes, son of Will H. Mayes, dean of the School of Journalism of the University of Texas, has returned to Texas after being engaged in newspaper work in California for several years and has become one of the joint publishers of the Center (Tex.) Daily News.

M. H. Barton, formerly publisher of the Rhinelander, (Wis.) News, is now managing editor of the Sacramento, (Cal.) Union.

E. E. Brown, venerable editor of the Fertile (Iowa) News, was astonished by a wild polled Angus bull trying to break into his office. The bull, which had broken away from the farm of its owner, Lew Tallackson, one mile from town, after chasing several autoists on the streets, endeavored to get through the door of the News office, but a dog in Brown's sanctum chased him off. Again the bull charged the print shop, getting its feet up on the sill of a front window and trying to climb through the sash after breaking the window. A network of telephone wires leading to a switchboard in an adjoining building blocked the bull's progress. Then the animal tried to rip the siding off the building, but was conquered and led away before he had succeeded entirely.

IN THE BUSINESS OFFICE

BOYD M. OGELSBY, for 16 years business manager of the Harrisburg (Pa.) Telegraph, has resigned to enter the life insurance business in Philadelphia.

Robert J. Newell of the advertising staff of the Windsor (Ont.) Border Cities Star, has been promoted to advertising manager, succeeding Robert J. Sallans, recently named business manager. Hugh A. Graybiel, former business manager, is now general manager.

Beatrice Wright, Nan Casey and Louise Sikes are recent additions to the business office staff of the Springfield (O.) News.

Miss Margaret Harvey, of the advertising department of the Rocky Mountain News and Denver Times, has been appointed chairman of the Denver Ad Club's "On to London" committee.

Floyd M. Campbell, of the advertising staff of the Windsor (Ont.) Border Cities Star, has been elected for a third term as president of the local Junior Chamber of Commerce.

Arthur E. Seib has resigned as advertising manager for the St. Louis (Mo.) Westliche Post, to join the staff of the Post-Dispatch.

Walter Cameron has been placed in charge of the foreign advertising department of the Honolulu Advertiser. Mr. Cameron formerly was New England manager for Hearst's International Magazine. Lorrin P. Thurston, formerly in charge of foreign advertising for the Honolulu Advertiser, has been transferred to the promotion department of that newspaper.

Dan Brown, circulation manager of the Sioux City (Ia.) Tribune, has resigned.

Thomas McBride has been made city circulation manager of the Sioux City (Ia.) Tribune. Joe Bruggeman is in charge of the country circulation.

Bruce Henderson, formerly of the Aurora (Ill.) Star advertising force, has joined the classified advertising department of the Rockford (Ill.) Daily Republic.

J. Thomas Lyons, national advertising manager of the Baltimore (Md.) Sun, spoke on "Newspaper in the Advertising Campaign," Oct. 23, before the Pittsburgh Advertising Club.

Elbridge F. Stoneham, classified manager of the Portland (Me.) Evening Express and Sunday Telegram, has been placed in charge of the publicity for evangelistic meetings to be conducted during November by the Portland Church Federation.

Herbert G. Jones, of the advertising staff of the Portland (Me.) Evening Express and Sunday Telegram, has been appointed sales manager of T. A. Houston & Co., cracker manufacturers.

E. C. Young, business manager of the Chronicle Publishing Company, Ltd., Halifax, has resigned his position to accept the post of treasurer of the Globe Printing Company, Toronto. He has been connected with the Halifax Chronicle for the past six years.

THE EDITORIAL ROOMS

HENRY MOORE, of the city staff of the Boston (Mass.) Herald, has left to enter the publicity business in New York.

Miss Bess White, society editor of the Memphis (Tenn.) Commercial Appeal, has been made managing editor of "World Call," official missionary journal of the Christian church organization of America.

Miss Hattie Love, formerly on the rewrite desk, Knoxville (Tenn.) Sentinel, is now a special clerk in the office of Judge R. P. Williams of the municipal court.

William LaSalle, although totally deaf, as the result of injuries received in the war, is a member of the editorial staff of the Sioux City Tribune, and through his ability to read lip-language, performs all the ordinary functions of a reporter with ease and accuracy. He spent 30 months in studying lip-reading, typewriting and shorthand and has fitted himself for his reportorial duties. He is married, has two children, and holds honorary membership in 69 American Legion posts.

Morris Adams, who last week resigned as city editor of the Rochester Evening Journal and American, has returned to that paper as city editor of the Sunday American. Willis Broadbooks, named city editor following Mr. Adams' resignation, remains in that capacity.

Edward Fraser, telegraph editor of the Scranton (Pa.) Republican, and Mrs. Fraser, announce the birth of a daughter.

Miss Hazel Myers has taken the "desk" on the Parsons Daily Sun, succeeding Roy Buckingham, who left to take charge of a weekly in Minnesota.

Stanley Pizeck, editor of a daily at Middletown, Del., and formerly with the Wilkes-Barre (Pa.) News was recently stricken with paralysis.

Lieut. Donald F. McGrew of the Portland (Me.) Press Herald has been made Sunday editor of that paper.

Henry A. Shorey, Jr., has taken over the management of the Bridgeton (Me.) News, succeeding his father, who has retired after half a century "in the harness."

Dorothy Faye, who has been writing club notes for the Chicago Post, has been appointed club editor.

Ty Krum, Chicago Tribune reporter and a brother of Morrow, Tribune staff man, has resumed his studies at Northwestern University.

Howard Mann, sporting editor of the Chicago Evening Post, is back on the job after undergoing an operation.

Henry Allison, formerly of Underwood and Underwood, has succeeded Ben Gray as manager of the Chicago office of P. & A. Photos.

James W. Hanberry of the staff of the Omaha (Neb.) World-Herald recently was awarded the French Medal of Honor for valor on the French battlefields during the war. The award was made by General Georges Dumont, military attachee of the French embassy at Washington, with impressive ceremonies. Hanberry was a lieutenant during the war. He has also been awarded the American Distinguished Service Cross.

Paul Augsburg, formerly of the Chicago Tribune local staff, is now back on that paper after two years with newspapers on the west coast.

Frederick S. Fox has resigned as executive editor of the Norristown (Pa.) Times-Herald and has gone to New York, to engage in national political work preparatory to the 1924 campaign.

Grayce Druitt Latus, travel editor of the Pittsburgh Post, and her husband, Charles C. Latus, a trade paper writer of Pittsburgh, returned on Oct. 20 from a six weeks' stay abroad.

Joseph N. Mackrell, formerly political writer for the Pittsburgh (Pa.) Chronicle-Telegraph, won the nomination in

FOLKS WORTH KNOWING

ARTHUR KROCK, formerly of the Louisville (Ky.) Courier-Journal and Times, has been appointed assistant to the president of the New York World by Ralph Pulitzer. He comes to the new position from the Motion Picture Producers and Distributors of America, with which organization he was executive assistant to the president, an appointment made by Will Hays.

ARTHUR KROCK

Graduating from the Lewis Institute, of Chicago, Krock's first newspaper work was as police reporter on the Louisville (Ky.) Herald in 1906. About a year later he became night editor for the Associated Press in Louisville, holding this position until 1909, when he was sent to Washington, as a correspondent for the Louisville Times.

He remained in the Capitol until 1915, when he returned to Louisville to become managing editor of the Louisville Courier-Journal and Times. It was Krock who suggested and negotiated the sale of the two newspapers to Judge R. W. Bingham in August, 1918.

In that same year he represented the two newspapers in Paris at the Peace Conference. He was, at that time, the general editorial and news manager, taking full charge of the editorial page as well as the news.

Returning to this country in the late spring of 1919, he became editor-in-chief of the Louisville Times. At the request of Governor Cox in 1920, he came to the Democratic National Headquarters in New York on leave of absence, as assistant chairman in charge of the administrative work of the campaign.

As Henry Watterson's literary executive, Krock collected and published "Marse Henry's" representative editorials, under the title "Editorials of Henry Watterson."

The following papers have renewed their contracts for the Haskin Service for another year.

The Davenport Democrat and Leader.

The Wisconsin State Journal.

The Rockford Star.

The Richmond Palladium.

The Fond du Lac Reporter.

the recent Republican primaries for the office of register of wills, Allegheny County.

Alvah Eastman, editor of the St. Cloud (Minn.) Daily Journal-Press, has been touring the eastern part of the United States and Canada.

Richard R. Bennett, city editor of the Baltimore Post, has been transferred to the Albuquerque (N. M.) State Tribune, newest Scripps-Howard acquisition, as managing editor. Roscoe B. Fleming of the reportorial staff has been made city editor. H. C. Atkinson is now assistant city editor.

Paul Wolcott, formerly with the city staff of the Boston (Mass.) Herald, is taking a trip through the Panama Canal, and intends to take up newspaper work on the Pacific Coast.

Ira Christ, telegraph editor of the New York Tribune, recently spent his vacation at Greenfield, Ia., his old home town.

John S. Kettell, for 25 years a reporter on the Yonkers (N. Y.) Statesman, has been selected as City Clerk, and has taken office. In celebration, his fellow workers on the Statesman and Yonkers Herald will give him a dinner, Nov. 1.

Allen Hinton, sports editor of the Danville (Ill.) Commercial-News, has resigned and returned to his former home in Cleveland. John Walgamot is subbing on the sports desk.

Clayton Young, who left the Boston Herald seven years ago to become connected with the Mill Times, recently paid a visit to his colleagues on the Herald.

Franklin Johnson, who covered the Federal and other runs for the San Antonio (Tex.) News, has resigned to go to Houston.

Lloyd Thomas of the Alliance (Neb.) Herald has been appointed secretary of the Chamber of Commerce at Hastings, Neb.

L. E. Jordan, one of the publishers of the Pana (Ill.) Palladium, on account of poor health is now in Colorado looking for a location in country newspaperdom.

Ole Langland, publisher of the Cambridge (Ia.) Leader since 1906, has retired.

Everett G. Tripp, managing editor of the Sioux City (Ia.) Tribune, and Mrs. Tripp, are receiving congratulations on the birth of a son, Oct. 16.

Harold A. Safford, managing editor of the Sioux Falls (S. D.) Argus-Leader, addressed a recent meeting of the Advertising Club of Sioux Falls.

William H. Rocap of the sports department of the Philadelphia Public Ledger has been appointed by Governor Pinchot as a member of the State Athletic Commission.

J. Crawford Johnson, newspaperman of Norristown, Pa., was nominated for clerk of courts of Montgomery County on the Republican ticket.

G. Russell Steininger, formerly of the staff of the Reading (Pa.) Eagle, has resigned to join a firm of registered architects of Reading.

Lloyd Riches, who has disposed of his newspaper interests at Vale, Ore., will engage in publicity work in Portland.

IN THE AGENCY FIELD

THE Machen & Dowd Company, Toledo advertising agency, announces the opening of a branch office, 317 National building, Cleveland, with Hubert C. Persons, Cleveland agency man, as manager. Since 1916, Mr. Persons has been head of an advertising agency bearing his name. Accounts formerly served by Hubert C. Persons, Inc., will be handled in the new office.

The Chambers Agency, with offices in New Orleans and New York, has opened an office in Louisville, Ky. R. Lynn Baker, for a number of years connected with the New Orleans office, is in charge.

The Ferry-Hanly Advertising Agency of Kansas City, Mo., and Chicago, has opened a branch office in Rock Island, Ill., with Paul R. Preston in charge.

The Besack-Sands Advertising Company, Kansas City, Mo., operating an advertising agency for the past four years under a partnership, has just been incorporated under the laws of Missouri, with the following officers and directors: Wm. H. Besack, president and general manager; Fred W. Sands, vice-president; H. L. Haak, treasurer; I. B. Wasson, secretary, and Gladys Besack, assistant secretary.

WITH THE SPECIALS

ROYAL P. Smith has been appointed Eastern advertising representative at New York of the Boston Advertiser.

The Spokane (Wash.) Spokesman-Review, has appointed M. C. Mogensen & Company, publishers' representatives, San Francisco, to represent it on the Pacific Coast.

The United Advertising Corporation, New York, has bought the Southwestern Bulletin System and the Haworth Sign & Advertising Company, of Wichita Falls, Texas.

Fred L. Hall, publishers' representatives, San Francisco and Los Angeles, has incorporated his business under the name of the Fred L. Hall Company, Inc.

C. George Krogness has opened offices in the Phelan Building, San Francisco, representing on the Pacific Coast the Boston Globe, New York Herald, New York Sun and Globe, Chicago Daily News, St. Louis Globe-Democrat, and Minneapolis Tribune.

The Thomas F. Clark Company, New York, has been appointed exclusive representative of the Hollywood (Cal.) Daily Citizen. This paper was formerly represented by the A. P. A. in New York and A. R. Keator in Chicago.

HOLDING NEW POSTS

W. N. PAXTON, formerly Topeka (Kan.) State Journal, to local staff, San Antonio (Tex.) News.

Gerald Forbes, formerly Tulsa (Okla.) World, to local staff, San Antonio (Tex.) News.

Vance Griffith, San Antonio (Tex.) News radio news department.

B. S. Griffith, formerly Greensboro (N. C.) News, state news editor Charlotte (N. C.) News, succeeding J. E. Clark, resigned. E. A. Houser of Shelby, N. C., succeeds Griffith on Greensboro News.

Max Rubin, school editor Rockford (Ill.) Register-Gazette to high school correspondent Rockford Daily Republic.

Charles Sloane, formerly Chicago Tribune reportorial staff, to rewrite desk, Los Angeles Times.

Al Goldstein to reportorial staff, Chicago News.

W. G. Morris, assistant circulation manager Norfolk (Va.) Dispatch-Ledger to circulation manager Richmond (Va.) Dispatch, succeeding David J. Bucher, resigned.

T. D. Ranson, news department Harrisonburg (Va.) News Record to staff Richmond (Va.) Times-Dispatch.

H. E. Caylor, formerly United Press, Chicago office, to Chicago News copy desk.

MARRIED

MERRILL A. ROBERTS, society editor of the New York News, and Miss Beatrice Gibson are to be married this month, according to a recent announcement.

Miss Dorothy Martin, daughter of Edwin G. Martin, business manager of the Brooklyn Eagle, to Wesley Clifton Miller, Hotel Bossert, Brooklyn, Oct. 19.

Harold I. Leyshon, city editor of the Knoxville (Tenn.) Sentinel, and Miss Mabel Good of Knoxville will be married Oct. 31.

Don B. Mayfield, who recently sold out the Scribner (Neb.) Rustler, and Verna S. Hansen of Fremont, Neb., were married at Council Bluffs, Ia., Oct. 10. The young couple will make their future home at Long Beach, Cal.

William R. French, linotype operator, Rockford (Ill.) Republic, to Mrs. Edith S. Thomas of Mt. Morris, Ill. French has been in the Republic's employ for four years.

Raymond Earl Gardner, advertising manager for A. H. Benoit & Co., clothiers at Portland, Me., Portland Evening Express and Sunday Telegram, and Gladys L. Thibodeau of Portland were married Oct. 14.

John Curry Madden, of the Edwin Bird Wilson Advertising Agency and Miss Jessie Elizabeth Blakey, Pleasanton, Kansas, were married recently.

ON THE MECHANICAL SIDE

A. J. THORNE, late of the Winnipeg Tribune, has taken charge of the pressroom of the Windsor (Ont.) Border Cities Star. Mr. Thorne was formerly connected with the Telegram and other Toronto papers.

Gene Hackman, pressman on the Danville (Ill.) Commercial-News for several years, has gone to Rockford, Ill., where he is employed on the Morning Star.

Thomas Howard of the St. Paul (Minn.) Pioneer Press composing room has been chosen secretary of the Elks.

A gymnasium class of 29 machine operators and compositors from the Portland Oregonian has been organized in the Portland Y. M. C. A.

Charles S. Hutchison, formerly foreman of the Rockford (Ill.) Register-Gazette press room has joined the press force of the Herald-Examiner color section. C. J. Fishback, formerly of the Rockford (Ill.) Morning Star pressroom will assume the foremanship of the Register-Gazette pressroom.

Ted Lieurence, of the Rockford (Ill.) Register-Gazette pressroom has joined the press force of the Tulsa (Okla.) Tribune.

Salem Typos Celebrate

Capital Typographical Union No. 210, Salem, Ore., observed the 35th anniversary of its founding Oct. 14 with a banquet made especially notable by the presence of Frank Morrison, secretary of the American Federation of Labor, and J. W. Hays, secretary-treasurer of the International Typographical Union. In addition to addresses by these gentlemen, talks were made by R. J. Hendricks, publisher of the Salem Morning Statesman; Geo. Burnett, associate justice of the Oregon Supreme Court; Sam A. Kozer, secretary of state; Wm. A. Marshall, member of the state industrial accident commission; C. M. Rynerson, editor of the Oregon Labor Press, and Geo. Howell, secretary of Multnomah Union of Portland.

WITH THE ADVERTISERS

S. E. CARTER has been appointed advertising manager for Ely & Walker Dry Goods Company, St. Louis, to succeed G. H. B. Jordan, resigned.

R. J. Holihan, in charge of direct mail with the Cadillac Motor Company, is on a trip to visit Cadillac distributors in the mid-west and to attend the Direct Mail Advertising Association convention in St. Louis. His itinerary covers Chicago and Peoria, Ill., and points in Iowa and Kansas.

William K. Hutson, of Brooklyn, has entered the New York Advertising Club Service on the executive staff. He has been assistant editor of the Tomahawk, quarterly publication of the Alpha Sigma Phi fraternity.

Exclusive, Tested Church Copy

Every piece of copy offered in Church Advertisements, Series No. 4, issued by the Church Advertising Department, has been tested by actual use, and has been offered to newspapers of the country after the tacit approval of scores of churches of all denominations.

The use of this copy is sold for a few cents a week to only one paper in a town. This exclusive use permits your paper—if you hurry—to take the lead in church advertising in your community.

There is no charge for proofs which will be sent on request.

Herbert H. Smith, 518 Witherspoon Bldg. Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A.A.C.W.

CHANGES OF OWNERSHIP

W. F. HERMAN, proprietor of the Windsor (Ont.) Border Cities Star, recently purchased the plant and good will of the McMillan Engraving Company of that city. The plant has been added to and improved and moved to the McGregor block, directly opposite the Star's new building.

Barney Finn, a leader among the rural paragraphers of Missouri, has resigned his connection with the Neosho (Mo.) Times to return to Sarcoxie, where he has bought his former paper, the Sarcoxie Record. H. T. Sturgis, owner and former editor of the Times, has returned to that paper.

M. C. Enlow of Hill City, Kan., has leased the Lenora News from J. W. McKim, editor and publisher. Mr. Enlow has had 35 years' experience in the newspaper business.

Miss Lydia M. Hornbeck has bought the Centerville (S. D.) Journal of O. W. Dingman, who for 16 years has been the editor.

Clyde Knox, for many years owner and editor of the Independence (Kan.) Daily Reporter, selling out about two years ago to Emmett George of Council Grove, has purchased the Fredonia Daily Herald.

H. B. Tyler of the Wood Lake (Neb.) Stockman has purchased the Ainsworth (Neb.) Star-Journal of Will Akert, and with his son, Gerrit V. Tyler, will publish both papers.

Ira C. Young, a past editor of the Long Island (Kan.) New Leaf, has leased the Alma (Neb.) Record of Mrs. O. H. Meyers and son.

H. D. Willis of the Holyoke (Colo.) Herald has purchased the Wallace (Neb.) Winner. He will take charge on Nov. 1.

E. C. Holub has purchased the Scribner (Neb.) Rustler from G. A. and Don Mayfield. The Mayfields are on their way to California intending to find a location for a newspaper there.

Prof. Harry B. Helms has purchased the Leoti (Kan.) Standard from Lee Oldham.

Hiram K. Evans, foreman of the Seymour (Ia.) Herald, has purchased that paper from Byron L. Hoschar, taking charge about Nov. 1.

Senator J. D. Taylor, New Westminster, B. C., has sold the Chilliwack (B. C.) Progress to C. A. Barber. The Progress was founded 33 years ago by W. T. Jackman but for the past twenty years has been owned and directed by Senator Taylor.

SPECIAL EDITIONS

LITTLE ROCK (ARK.) DEMOCRAT, a Hollenberg Music Company Seventieth Anniversary edition, Sept. 30.

Concord (N. C.) Tribune, a 52-page Fair and Industrial edition, Oct. 10.

Maryville (Mo.) Democrat-Forum, a 16-page Fall Fiesta and Exposition edition, Sept. 29.

Bellaire (O.) Leader, a 28-page Fall Festival Booster edition, Oct. 2.

Newark (O.) American Tribune, a 32-page Farm Bureau edition, Oct. 8.

Springfield (O.) News, a Masonic edition Oct. 17, and a Wittenberg Stadium Dedication edition, Oct 19.

Murphysboro (Ill.) Independent, Fiftieth Anniversary edition, 60 pages, Oct. 16.

Lincoln (Neb.) State Journal, Oct. 14, 12-page Nebraska Stadium section, featuring photos of 16 different football teams.

Omaha (Neb.) World-Herald, Oct. 14, 16-page Food Show section.

Lyons (Kan.) Daily News, Sept. 24, 24-page special Homecoming edition.

The Portland (Me.) Evening Express, a 56-page New England Convention edition, in connection with the meeting of the Associated Advertising Clubs.

The Portland (Me.) Press-Herald, a special edition for the convention of the New England Advertising Clubs, held in Portland.

ASSOCIATIONS

THE Newspaper Men's Club of Memphis, Tenn., has announced plans for a "victory dinner" Nov. 15, which members declare will rival the Gridiron Club dinners of Washington. Notables of the south including governors, senators, mayors, and legislators have accepted invitations to speak.

The Los Angeles Chamber of Commerce delegation will entertain the Honolulu Ad Club in the roof garden of the Young Hotel, Honolulu, Hawaii, Nov. 10.

The twenty-third annual convention of the Tennessee Woman's Press and Authors' Club closed Wednesday, Oct. 17, at Knoxville, Tenn., after a two-days' session. Mrs. Thomas Staley, of Bristol, and member of the Knoxville Writers' Club, was elected president for the coming year, Mrs. Sam McKinney, Knoxville, first vice-president; Miss Rebecca Jones, of Nashville, second vice-president; Mrs. Edith Susong, of Greenville, recording secretary; Miss Harriette Locke Arnell, of Knoxville, corresponding secretary; Miss Ernestine Noa, of Chattanooga, treasurer.

Kansas editors have been invited by the University of Kansas to attend the annual football game between Kansas and Kansas state agricultural college at Lawrence, Oct. 27. The Kansas Editorial Association has arranged for a series of round table discussions on newspaper topics at the University on Oct. 26.

The Rockford (Ill.) Advertising Club has elected a board of directors which hereafter will handle affairs of the club. Homer Miller, advertising manager of Hess Brothers, was named secretary. The other members are H. W. Pollard, E. O. Carey and Jud S. Joslyn. David Jarrett, president of the club, is an ex-officio member.

The Republican Press Association of Missouri, will hold a meeting in Jefferson City, Mo., the Saturday preceding Thanksgiving Day, while the Democratic Press Association will meet in St. Louis the Saturday following Thanksgiving.

A meeting of the district editorial association of the Iowa Press Association was held Oct. 16 at Sheldon, Ia. G. L. Caswell, managing director of the state association, was in charge.

The Portland, Ore., Press Club entertained Mary Garden the evening of Oct. 19. The famous opera star told members of the club she may be married next year. The fortune tellers predict it, she said, and "now every man I meet, I wonder if he is to be the man."

The Central Nebraska Press Association held its annual convention at Broken Bow, Neb., Oct. 12 and 13. President E. R. Purcell presided.

Anne Shannon Monroe, president of the Oregon Writers' League, has gone to California to spend the winter.

Fifteen members of the Scranton, Pa., Advertising Club have declared their intention of going to London next year to attend the advertising convention.

The Society of Midland Authors will hold its annual meeting Oct. 27, at the Casino Club, Chicago.

H. F. Harrington, dean of the Medill School of Journalism, Chicago, spoke on "Fashions in Writing" at the round table meeting of the Illinois Women's Press Association, Oct. 29.

The Portland, Ore., Advertising Club will visit Gearhart Park Nov. 3-4. The arrangements include a special train, a dinner at the new Hotel Gearhart, a golf tournament, a tug-of-war, swimming and dancing.

SCHOOLS

HOMER CROY, of New York City, author of "West of the Water Tower," and an alumnus of the University of Missouri, has contributed a $100 prize to his alma mater which he expects to make an annual contribution. The donation, he states, is "for the best bit of writing done during the present school year."

Editors of Kansas high school newspapers have been invited to attend the

ILLINOIS

HERE is a throbbing, pulsating state populated by nearly six and a half million people—a prospective market coveted by all National Advertisers.

Illinois is unsurpassed in Rail Transportation, Water Transportation, Farm Land Value, Crops, Grain Distribution, Food Manufacture, Farm Implement Manufacture and just about everything.

With the possible exception of New York, more merchandise of every kind is distributed through Illinois wholesalers, jobbers and mail-order houses than through those of any other state in the Union.

Illinois is one of the most important market groups in the Union, and Illinois daily newspapers as listed here, offer the motive power that will put any well merchandised campaign over the top in splendid shape.

See That This Great State Is Put on Your Advertising List and Kept There.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News	(E)	15,773	.055	.055
Bloomington Pantagraph	(M)	17,841	.05	.05
††Chicago Herald-Examiner	(M)	337,364	.55	.55
††Chicago Herald-Examiner	(S)	754,601	1.00	1.00
Chicago Daily Journal	(E)	117,483	.26	.24
††Chicago Tribune	(M)	567,628	.80	.80
††Chicago Tribune	(S)	877,467	1.15	1.15
**La Salle Tribune	(E)	3,041	.025	.025
**Moline Dispatch	(E)	10,148	.04	.04
†Peoria Journal-Transcript	(M&E)	32,648	.10	.09
Peoria Star	(E)	24,580	.075	.06
††Rock Island Argus	(E)	10,405	.045	.045
**Sterling Gazette	(E)	5,755	.03	.03

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

annual high school newspaper conference at the University of Kansas Nov. 16 and 17 by Prof. L. N. Flint, chairman of the department of journalism at the university.

"News and the Newspaper" is the title of the most recent University of Missouri School of Journalism bulletin, just off the press, edited by Robert S. Mann. It contains 117 pages of addresses by editors, writers and readers at the Missouri school's Fourteenth Annual Journalism Week, held during May, 1923.

Enrollment in the school of journalism of the University of Oklahoma is the largest ever recorded, being 192, an increase of 11 over last year. Men outnumber women.

Special lecturers for the class in journalism at Colby College includes Frank W. Manson, class of 1898, managing editor of the Waterville (Me.) Sentinel; Oliver L. Hall, M. A., '93, managing editor of the Bangor (Me.) Commercial; Roland T. Patten, editor of the Skowhegan (Me.) Independent-Reporter, and Arthur G. Staples, M. A., editor of the Lewiston (Me.) Journal.

The University of Buffalo has added two courses in journalism to its evening classes. One will deal with newspaper reporting and writing, and the other, for experienced writers, will deal with style improvement and current events. Burrows Matthews, managing editor of the Buffalo Express, will conduct the course in reporting. He will be aided by John F. Koine, news editor; Fred M. McLennan, city editor; and Frank J. Clancy, circulation manager of the Express. Marc A. Rose, managing editor of the Buffalo Evening News, will conduct the other class.

A course in journalism will be established this Fall at Morningside College, Sioux City, Ia. Prof. H. Loveland, head of the department of English, will be in charge. A series of lectures by newspaper editors and writers on Sioux City and out-of-town newspapers will be given.

Beginning with the issue of Sept. 26, the Minnesota Daily of the University of Minnesota claims to be the largest college paper in the United States. It has 10,000 circulation. Albert S. Tousley of St. Paul is the editor and Raymond E. Bartholdi of Duluth business manager.

Co-operation of St. Paul newspapers will be sought this year by the extension division of the University of Minnesota in conducting the course in journalism. Visits to the newspaper plants will be arranged and the best work of the students will be submitted to the daily papers. The course in St. Paul will be taught by T. E. Steward of the journalism faculty, for many years a Twin City newspaper man.

Changes in the teaching force of the Department of Journalism at the University of Kansas, at Lawrence, are announced as follows: Ivan Benson, of Spokane, instructor; Albert Bloch, Chicago, instructor, and A. M. Clough, accountant.

Lewis L. McKiffen, a former reporter for the Chicago Tribune, is now instructor of rhetoric and journalism at the University of Omaha.

Four new classes in journalism and short story and magazine writing have been opened by the University of California, extension division. Though the university is in Berkeley, the classes in writing meet in San Francisco.

Courses in journalism are being given at the Tennessee A. and I State Normal this year for the first time. Work is being offered in News-writing, News-editing, Advertising and Editorial Writing, with George W. Gore, recent graduate of the Course in journalism at DePauw University, in charge.

Five foreign students, three native of Korea and two of India, enrolled this term in the University of Oregon school of journalism.

The University of Detroit will soon start a 14-weeks' course in advertising under the director of Rev. Fr. Henry W. Otting, regent of the College of Commerce and Finance. Dr. Alfred P. Haake, director of the department of industrial research of MacManus, Detroit advertising counsel, will be in direct charge. Dr. Haake is a former professor of economics at the University of New Jersey and the New Jersey College for Women.

High school cubs will gather for the third annual convention of the Illinois State High School Press Association at the University of Illinois, Nov. 22-24. Extensive plans are being made by the staff in journalism, and by student journalists to entertain the visitors.

Woman Wins $1 Libel Verdict

Mrs. Rowena Coover Bobbitt will get $1 out of her $100,000 libel suit against the Fort Worth (Tex.) Star-Telegram, according to a verdict returned Wednesday, Oct. 17, by a jury at Sherman, Grayson county, Texas. In an article, published in The Star-Telegram, February 25, 1921, it was stated that Mrs. Bobbitt was married on February 2, 1918, and gave birth to a son in April, 1918. The reporter intended to write April, 1919. The trial judge instructed the jury to give damages to the plaintiff but to disregard malice, ill-will or intent to wrong. The dollar verdict was the result.

Dispatch Sponsors Food Show

The St. Paul Dispatch-Pioneer Press, in conjunction with a local organization, is giving a food show and electrical exposition. One attraction is a young woman in a blue domino, masked, and $25 cash is promised the one who identifies her.

Wilmington Dispatch Sold

The Wilmington (N. C.) News was sold this week to the Wilmington Dispatch. The Dispatch will discontinue its Sunday edition and the papers will be combined under the name of the Wilmington News-Dispatch.

New Italian Weekly at Montreal

Le Fiamme d'Italia is the name of a new Italian weekly publication which has just made its appearance in Montreal. The editor is N. L. Castelli, and the publication proclaims itself the organ of the Italian combatants of North America.

Scranton (Pa.) Times Gets A. P.

The Scranton, Pa., Times has been elected to membership in the Associated Press. It will continue to retain its United Press franchise.

CHURCH PUBLICITY CONFERENCE

Chicago Ministers to Meet With Newspapermen Oct. 29

The church, the newspaper and the community, their relation one to the other, will be discussed Oct. 29, by ministers, newspaper writers and others of Chicago at a conference on church publicity, under the auspices of the Chicago Church Federation, at the Hotel LaSalle.

The conference, which is indorsed by the advertising council of the Chicago Association of Commerce, will be presided over at the morning session by the Rev. William Chalmers Covert, D. D., First Presbyterian Church, and in the afternoon by W. Frank McClure of the Association of Commerce.

Speakers and their subjects include: the Rev. Simeon Long, D. D., Wicker Park Lutheran Church, on "God's Great Big Bank"; Frederick A. Smith, day city editor of the Chicago Herald and Examiner, on "Talking Out of My Experience"; Mrs. Louise James Bargelt of the Chicago Tribune on "What the Newspaper Does for the Community"; Col. Robert R. McCormick, on "Newspaper Ideals"; Edward T. Cutter, Associated Press, on "Broadcasting the News"; the Rev. Ernest Bourner Allen, D. D., Oak Park, Ill., and the Rev. Frank Sheets, River Forest Methodist Church, speaking for the ministers; H. F. Harrington, on "Advertising"; Walter A. Washburne, city editor of the Evening Post, on "News and the Churches"; Richard J. Finnegan, managing editor of the Daily Journal, on "The Church and the Press Face to Face"; and C. H. Dennis, managing editor of the Daily News, on "The Newspaper the Ribbon Which Ties the Community Together."

Warren (Pa.) Tribune Staff Named

Hugh F. Eames has been appointed managing editor of the Warren (Pa.) Tribune, which will start publication Dec. 1, resigning the position of news editor on the Corning (Pa.) Evening Leader, which he had held for two and a half years. Eames was previously with the Philadelphia North American, the Middleborough (Pa.) Post and the Wellsborough (Pa.) Republican Advocate. Charles B. Hollinger, business manager of the Tribune, was ascociated with the Lancaster (Pa.) New Era for more than 30 years.

EXPOSES "DIPLOMA MILL"

K. C. Medical School Heads Held on Reporter's Evidence

The operations of a "diploma mill" by a medical college in Kansas City which is alleged to have turned out "physicians" in three months, was brought to light through the work and wit of Harry Thompson Brundidge, a reporter for the St. Louis Star.

Physicians at the head of the school and the mill now are held under heavy bond in circuit court, pending trial on charges of obtaining money under false pretenses. Diplomas, designating the graduates as physicians, were sold for amounts ranging from $1,000 to $5,000, according to the evidence gathered by Brundidge.

Using his first two names, Harry Thompson, the reporter struck up acquaintance three months ago with one of the "graduate" physicians in St. Louis.

The reporter expressed his desire to become a physician, and with money furnished by his paper he went to the medical school in Kansas City for three months and purchased a diploma for $1,000.

140,000 Circulation

The Capital of the nation's largest newspaper, covering Virginia, West Virginia, and southern Maryland.

Over 50% more circulation than any other Washington Sunday paper.

Sunday Times-Herald

G. Logan Payne
Publisher and General Manager

National Advertising Representatives
G. LOGAN PAYNE COMPANY
Chicago, Detroit, St. Louis, Los Angeles

Payne, Burns & Smith
New York and Boston

Stereotype Room, The Dallas News, Dallas, Texas. — HOYT Type-Metals Used.

HOYT TYPE METAL

HOYT N. P. Stereotype Metal has a hard job to perform and does it well. Every part of the plate comes out clean and sharp—halftones, small letters and fine lines—and there is no shrinkage trouble. HOYT standards of metal selection and ideals of manufacturing accomplish this.

We also make

HOYT Faultless Linotype Metal.
HOYT AX Monotype Metal.
HOYT Standard Electrotype Metal.
HOYT Combination Linotype and Stereotype Metal.

Fill your next type-metal requirements with HOYT Products. A trial order convinces of their merit. Address Dept. E.

HOYT METAL COMPANY
ST. LOUIS ~ CHICAGO ~ DETROIT ~ NEW YORK

NEWS AND THE TEN COMMANDMENTS

IN "Our Own World of Letters," edited by James Melvin Lee in the EDITOR & PUBLISHER, there appeared recently a small item concerning an unknown editor who defined news as "anything which breaks one of the Ten Commandments—and if it breaks No. 6 and No. 7, it is great news."

After reading this item I wondered if this definition of news would hold true generally and if I could prove it.

Let us consider each commandment and what stories have been written concerning violations.

The first commandment reads that "Thou shalt have no other gods before Me."

How many stories have been written about misers who have finally died because of their love for money? How many stories about well-known business men who have worked themselves to death chasing the dollar? Surely they have had other gods. We have often read stories of folks who have re-entered burning homes to save a strong box containing money. This is, of course, a violation of this first commandment.

"Thou shalt not take the Name of the Lord thy God in vain; for the Lord will not hold him guiltless that taketh His Name in vain," is the second commandment.

A story in an Iowa newspaper a few days ago brought the intelligence that it cost a man about $36 to swear in public. Recently another man was fined for cussing a policeman.

Calling to God in prayer for victory is news. The "Praying Colonels" football team of Kentucky prayed not for victory but that each man on the team might do his best. When this story first appeared it caused nation-wide comment and made the team and its college famous.

What a wealth of news is to be found in the transgression and keeping of the third commandment, "Remember the Sabbath day to keep it holy."

A story which would be more than usually worthwhile could be written in any city on how the various religions keep their Sabbath day. When President Calvin Coolidge attended church in Washington the first time after having succeeded the late Warren G. Harding, it was news. The pastor's sermon and prayer were broadcast in all the larger newspapers.

A great many states and most cities have laws and ordinances forbidding gainful labor on Sunday. Two weeks ago it cost a barber in an Iowa city $5 and costs to shave his father-in-law. And don't forget the news possibility in efforts to enforce the "blue laws" in many states. Efforts to enforce these laws in a Michigan town recently was first page news for hundreds of Sunday newspapers in this country.

"Honor thy father and thy mother, that it may be well with thee, and thou mayest live long on the earth," is the admonition of the fourth commandment.

Can't you see the news possibilities of violations of this commandment? Sons and daughters running away from home; daughters and sons marrying against the wishes of their parents and subsequent family trouble, father turning against son, son against father, mother against daughter, and daughter against mother.

A few days ago a mother in Chicago shot her son "to wake him up to his responsibilities." The son, lying on a hospital cot, thanked and forgave his mother, declaring that the affair had made a man of him. Stories of cruelty of children against their parents and parents against their children come under this commandment.

And do not forget the stories under this commandment of great sacrifice by both parents and children because of love for one another. A story of how a son, despite the prayers and wishes of his parents, quit college because he knew that they were undergoing hardships to keep him in school, made even the most hardened person miss a heartbeat and dry his eyes.

And what wonderful news possibilities are presented in transgressions of the fifth commandment, "Thou shalt not kill"!

An account of any murder is the best news from a news value standpoint, especially so when a wife shoots her husband, a father kills his son, or a mother kills her children and then commits suicide.

"Thou shalt not commit adultery," reads the sixth commandment. Violations of this commandment usually follow or precede transgressions of other commandments. Murder, perjury, thievery and other crimes have often their origin in the violation of this commandment.

Stealing, obtaining money by false pretenses, short-weights and like crimes are expressly forbidden by the seventh commandment, which reads, "Thou shalt not steal." Violations of this commandment are so common and evident that further outline is unnecessary.

An attorney, as well as two district judges, declared to me that the greatest and most detestable crime is that of perjury, deliberate lying under oath. This is expressly forbidden by the eighth commandment, "Thou shalt not bear false witness against thy neighbor." Under this commandment comes such kindred acts as betrayal, slander, intentional misinformation, lying and backbiting. Stories of slander, especially if prominent persons are involved, are always first page news.

And stories of this kind come as violations of the ninth commandment, which charges that "Thou shalt not covet thy neighbor's house."

Every day, in every edition of practically all daily newspapers, may be found accounts of violations of the tenth and last commandment. It reads, "Thou shalt not covet thy neighbor's wife, nor his manservant, nor his maidservant, nor his cattle, nor anything that is his."

Today, the very day I am writing this, I wrote a story of a man who is charged with assault to commit murder against the man who did covet his wife. Breach of promise suits, alienation of affections suits and trials, stories of jealousy and kindred passions are but a few of the motives which cause transgressions of this commandment.

From this brief analysis it must be evident to even the most casual observer that any and all transgressions of any and all of the ten commandments are of great news value.

But too much emphasis on the brighter side of transgressions cannot be made. When you have a story of murder, as a father being shot or stabbed by his son, do not forget that there may be, in the eyes of the law and right-thinking people, extenuating circumstances. Such may be true in a case where the father is shot by his son while attacking the mother in a drunken or jealous fit. All of us have often read stories of this kind.

In accounts of violations of the fifth and sixth commandments, do not overlook the "unwritten law" which is in effect in a large number of states.

Lastly, a careful and open-minded study of the ten commandments and their relation to news is to be recommended to all journalists, no matter what position they occupy.—By George Smedal, Sioux City, Ia.

Some Facts About

WEST VIRGINIA

40th in AREA 27th in POPULATION

WEST VIRGINIA is eleventh in density of population having 60.9 inhabitants per square mile. Compare this with the density of population for the United States which is 35.5 per square mile.

Of the 1,500,000 people in West Virginia 89.9% are born in America ranking this State second compared with all the States in the Union.

Mining is the leading activity, the State ranking second in the production of coal, second in total number of persons engaged in the mining industry and second in value of mineral wealth.

West Virginia produces more hardwood than any other State but one and has vast timber wealth, including yellow poplar, birch, ash, oak, spruce, hemlock and walnut.

The State ranks first in the Union in percentage of farm lands free from mortgages. West Virginia farmers are 93.6 per cent American born. This is the highest per cent of native-born farmers to be found anywhere.

West Virginia has money to spend, and National Advertisers should use extensively the dailies listed below, to show these people how their dollars can bring the best returns.

		Circulation	Rate for 5,000 lines
Bluefield			
**Telegraph	(M)	10,495	.04
Charleston			
*Gazette	(M)	19,529	.06
*Gazette	(S)	23,122	.07
Clarksburg			
*Exponent	(M&S)	8,091	.03
**Telegram	(E)	10,410	.04
**Telegram	(S)	13,198	.045
Huntington			
††Advertiser	(E)	10,598	.035
*Herald-Dispatch.	(M)	12,979	.035
*Herald-Dispatch	(S)	12,662	.04
Martinsburg			
*Journal	(E)	4,037	.03
Parkersburg			
††News	(M)	7,327	.025
††News	(S)	8,919	.025
*Sentinel	(E)	7,258	.03
Wheeling			
†Intelligencer	(M)	12,797	.0325
†News	(E)	15,261	.05
†News	(S)	18,719	.07

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

New Records

From nothing to 200,000 in seven months on Sunday—From 25,000 to 200,000 in eleven months Evenings. Watch for the next chapter.

DETROIT
Evening and Sunday
TIMES

THE BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.

BOSTON AMERICAN

In New Orleans it's THE ITEM

PORTSMOUTH, OHIO

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio Completely.

Foreign Representative
ROBERT E. WARD, INC.
5 So. Wabash Ave. Chicago — 501 Fifth Ave. New York

LOS ANGELES EVENING HERALD

Los Angeles, Calif.

Gained 26,347 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

TIPS FOR AD MANAGERS

Alexander Advertising Agency, Webster Bldg., Chicago. Placing account of the Mantle Lamp Company.

F. Wallis Armstrong, 16th & Locust streets, Philadelphia. Planning national campaign for C. H. Masland & Sons, Philadelphia, rug manufacturers.

William Henry Baker, Guardian Bldg., Cleveland. Placing account for E. W. Rahn, Cleveland, "Rahnous Hay Fever Prescription" and other remedies.

Barritt & Co., 220 South State street, Chicago. Placing accounts of the Indiana Limestone Quarrymen's Association, Bedford, Ind., and the Hardie Manufacturing Company, Hudson, Mich.

Brotherton Company, 10 Peterboro, West, Detroit, Mich. Making 2,800-line contracts for the Ford Motor Car Company.

Burnet-Kuhn Company, 605 North Michigan Blvd., Chicago. Using one time orders for 378 lines, 1120 lines and 420 lines for the Chicago Tribune.

Campbell-Ewald Company, General Motors Bldg., Detroit. Making 10,000-line yearly contracts for the General Motors Corporation.

Chambers Agency, 247 Park avenue, New York. Placing account of the Merode Shirt Company.

Chatham Advertising Agency, 3 West 29th street, New York. Using a list of 40 newspapers for Wimelbacher & Rice, New York, manufacturers of "Wear Right" gloves. Also using ten rotogravure papers for this account; using newspapers in the Northwest, South and in Pittsburgh for the Nightingale Hosiery Mills, Philadelphia and Reading, Pa.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Handling account of the Paris Medicine Company, St. Louis, manufacturers "Bromo Quinine" and "Pazo" Ointment; making varying schedules for the Marmola Company.

E. H. Clarke Advertising Agency, 28 East Jackson Boulevard, Chicago. Planning an advertising campaign for the Humphrey Heater Company, Kalamazoo, Mich.

Corman Company, 49 West 45th street, New York. Placing account for the Brillo Manufacturing Company, Brooklyn, "Brillo," steel wool for kitchen use.

Dorrance, Sullivan & Co. Placing account of the Randall-Faichney Company, "Harvard" clinical thermometers, and "Ranfac," surgical and dental specialties.

George L. Dyer Company, 42 Broadway, New York. Placing account of the Johnson Motor Company, South Bend, Ind., launches, canoes and small boats.

Evans & Barnhill, 247 Park avenue, New York. Using 812 lines in one year for Ingersoll Watch Company.

L. S. Gillham, Los Angeles, Cal. Is sending out copy to a few metropolitan dailies on the Los Angeles Steamship Company (Hawaiian Service).

Stanley E. Gunnison, Inc., 30 Church street, New York. Using New England newspapers and later will extend territory for the Lawrence Manufacturing Company, New York, "Pluro" a water softener.

S. Roland Hall, First National Bank Building, Easton, Pa. Placing account of the Alpha Portland Cement Company, Easton, manufacturers of "Alpha" Cement.

H. W. Kastor & Sons Company, Lytton Bldg., Chicago. Making 2,800-line contracts for the Lyko Medicine Company.

Lamport-MacDonald Company, J. M. S. Building, South Bend. Placing account of the South Bend Bait Company.

Thomas F. Logan, Inc., 680 5th avenue, New York. Placing account of the National Electric Light Association, New York.

Lord & Thomas, Wrigley Bldg., Chicago. Making 5,000-line contracts for Wenatchee Apples; making 4,172-line contracts for the Sun Ray Products Company; placing account for the Cellucottton Products Company, Chicago, "Kotex"; making 10,000-line contracts for the Palmolive Company.

Robert M. McMullen Company, 522 5th avenue, New York. Handling account of Eberhard Faber, Brooklyn, pencils, penholders, erasers and rubber bands; making 1,650-line contracts for the American Cranberry Exchange.

Manternach Company, 983 Main street, Hartford, Conn. Handling account of the Stanley Works, New Britain, wrought hardware and carpenters' tools.

Matos Advertising Company, Bulletin Bldg., Philadelphia. Making yearly contracts for the Eckman Laboratory.

Morse International Agency, 449 4th avenue, New York. Making 3,000-line contracts for Booth's Hyomei Company, Ithaca, N. Y.

Peck Advertising Agency, 6 East 39th street, New York. Making 5,000-line contracts for the Canton Luggage Corporation.

Potts-Turnbull Company, Tower Bldg., Chicago. Planning an advertising campaign in Northwestern papers for the Chicago, Great Western Railway.

William H. Rankin Company, 1 West 37th street, New York. Will place account for Dr. Peter Kahler & Sons, Inc., New York and Providence, shoe specialists; making 2,800-line contracts for Listerated Gum Corporation.

E. P. Remington Agency, 1280 Main street, Buffalo, N. Y. Making yearly contracts for the Foster-Milburn Company.

Russel M. Seeds Company, Consolidated Bldg., Indianapolis. Making 2800-line contracts for the Milks Emulsion Company.

L. W. Seeligsberg, 50 Church street, New York. Placing account of the Railway Trackwork Company, Philadelphia.

Sherman & Lebair, 120 West 32d street, New York. Placing account of L. Ginsberg & Bros., New York, manufacturers of "Queen Make" wash dresses and uniforms.

Stack Advertising Agency, Heyworth Bldg., Chicago. Making 2,500-line contracts for the Santa Fe Railroad.

Stewart-Davis Agency, 400 North Michigan avenue, Chicago. Using 260 lines, one time for the United Profit Sharing Corporation.

Stoneton Advertising Agency, Hallowell, Me. Placing account of H. P. Clearwater, Hallowell, proprietary remedies.

J. Walter Thompson Company, 244 Madison avenue, New York. Making 1,400-line contracts for the William Carter Company; placing account for the Royal Baking Powder Company, New York.

Tuttle Agency, Greensboro, N. C. Planning campaign to start November 1, and will probably use 100 newspapers for the W. H. King Drug Company, manufacturers of Page's Cru-Mo.

Walker & Downing, Oliver Bldg., Pittsburgh, Pa. Placing account for the Latrobe Tool Company, Latrobe, Pa.

Williams & Cunnyngham Advertising Company, 6 North Michigan avenue, Chicago. Releasing copy, to be followed by twice-a-week schedules on Lucky Strike Tobacco.

Williams & Saylor, 450 4th avenue, New York. Placing account for William H. Davidow & Sons Company, New York, "Daventree" sport dresses.

C. C. Winningham, 10 Peterboro, West, Detroit. Making 10,000-line yearly contracts for the Hudson-Essex Motors.

SAN ANTONIO LURES TOURISTS

Placing Ads in 23 Mid-West Papers from $60,000 Fund

Even before successful termination of its $60,000 publicity-advertising fund drive, the Greater San Antonio Publicity Committee, working from the Chamber of Commerce, launched its newspaper advertising campaign to draw tourists here this winter with 33-inch advertisements in 23 papers. At the same time it was announced that intensive publicity in the way of news stories in newspapers and magazines was planned to augment the straight advertising. Jack O'Brien, former sports editor of the Evening News, has been placed in charge of the publicity.

With an estimated total circulation of nearly 4,000,000, the following papers were selected for the first of a series of 16 San Antonio ads: Chicago Tribune, Cincinnati Enquirer, Cleveland Plain Dealer, Columbus (O.) State Journal, Indianapolis Star, Detroit News, St. Louis Globe-Democrat, St. Louis Post-Dispatch, Kansas City Star, Denver Post, Omaha Bee, St. Paul Pioneer Press, Minneapolis Tribune, Milwaukee Journal, Topeka Capitol, Des Moines Register, Oklahoma City Oklahoman, Tulsa World, Little Rock Gazette, Lincoln Journal, Louisville Courier-Journal, Memphis Commercial Appeal and Toledo Blade.

The first ad was prepared by the Tupper-Colgan Advertising Agency of San Antonio, and three other advertisements, copy for which was jointly prepared by Cadwallader, Coulter & Payne and the Pitluk Advertising Agency of San Antonio, were to appear in the same papers Oct. 21 and 28, and Nov. 4.

Eagle Issues Ad Booklet

"Try Brooklyn First" is the title of a booklet for advertisers just issued by the Brooklyn Eagle, containing in compact form statistical data regarding Brooklyn as a market. Illustrated tables show the population of Brooklyn to be in excess of 2,000,000 persons, distributed over an area smaller than either Philadelphia or Chicago. Brooklyn's huge yearly clothing and food requirements are shown in statistical form, along with a tabulation of the local retail stores. The purchasing power of the community is indicated by a colored map showing approximate annual family expenditures for the necessities of living. Circulation and advertising figures for the Eagle are also included. In 1922 the Eagle rated third in total advertising among 16 New York and Brooklyn newspapers.

The Indianapolis News is different

For fifty-four years The News has maintained the steadfast loyalty of its readers by its steadfast loyalty to them. Readers believe The News.

The Indianapolis
NEWS

A Special Opportunity To Buy a Stereotype Press

Due to the consolidation of The Evening Standard and The Daily Star at New Rochelle, N. Y., the undersigned, the owners of the Standard-Star have for sale,

A 20-PAGE HOE PRESS

Which is surplus equipment and will be disposed of as soon as possible. This is a 20-page Hoe Rotary Press, a superior machine in many ways and capable of turning out a fine product. It is in running operation daily and may be inspected by prospective purchasers at any time.

It has a capacity of 4, 6, 8, 10, 12, 16 and 20 pages of 8 columns, 12 ems. It will print 20,000 per hour of 4, 6, 8, or 10 pages inset, or 10,000 per hour of 12, 16 or 20 pages collect. With the press is also a stereotype equipment.

The equipment will be offered at an advantageous price to the purchaser. For further particulars call or address

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes — New Rochelle

The Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

To sell MEN'S WEAR in the New York market use the evening paper that carries as much as the next two mediums in its field.

FIRST IN MEN'S WEAR advertising
NEW YORK EVENING JOURNAL

New Haven Register
is New Haven's Dominant Paper

Circulation over 37,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

The Radio Column
Timely Tips and Suggestions on the latest Diagrams and Hookups—Simplified

3 COL. SAT. OR SUN.; 1 COL. DAILY

Written by C. E. Butler, Mgr. of Radio Service Division of Westinghouse Electric Co., Chicago.

The construction and operation of *Tested Efficient* radio sets are fully described in simple non-technical language, and illustrated with a pen and ink sketch showing set assembled and a wiring diagram.

YOUR READERS WILL LIKE THIS FEATURE

S.-N.-L. TECHNICAL SYND.
822 REAPER BLOCK
CHICAGO

The Buffalo Evening News Is
FIRST —in News —in Advertising —in Circulation

The Greater Buffalo territory comprising 800,000 people can be effectively and almost completely covered by the sole use of Buffalo's biggest newspaper. Read by 85% of the English-speaking families in Buffalo.

A. B. C. circulation 6 months ending March 31, 1923, 114,403 net paid.

The Buffalo Evening News
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg., New York, N. Y. Lytton Bldg., Chicago, Ill.

READING
CARPENTER
IS
SEEING
THE WORLD

CARPENTER'S
WORLD TRAVELS
Washington D. C.

Business Is Fine In Baltimore
The Automobile Commissioner reports the sale of
1000 AUTOS EVERY WEEK
You Can't Cover Baltimore Without
The Baltimore News
and
The Baltimore American
Ask for present-day facts on the Baltimore situation.

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

AS a dollar puller the following plan is being used with considerable success by the Scranton (Pa.,) Times. On days on which appear certain national advertisements as motor oils, electric irons, washers, etc., the Times is selling small space to the various dealers for these articles in the local field. The average space is 2 inches and on some days the Times has carried as much as a quarter of a page in such small advertisements along with the national advertisements. The smaller advertisements of the dealers always run under or alongside the larger advertisement. The idea ought to be employed in all cities of any size without much trouble.—T. J. B., Scranton, Pa.

Are you getting your share of advertising from electrical dealers of your city? The Fort Wayne (Ind.) Journal-Gazette has had a page from electrical dealers every Sunday for nine months, running approximately 70 per cent advertising. An advertising man attended their organization meeting when the electrical men got together to frame a code of electrical standards and to map out a campaign of publicity. The "Electrical Dealers' Page" was the outgrowth and its advertisers are pleased as indicated by the support they continue to give the proposition. The Electrical League's code of practice appears on the page each week with local and national electrical news and pictures. Wholesale and retail dealers in electrical appliances and electrical contractors are the advertisers. It is a plan most any advertising department can promote profitably.—Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

A contest that recently went big with the readers of and advertisers in a New Jersey daily was an advertising writing competition. A special page of advertisements appeared at intervals, and the readers were invited to try their hand at writing other advertisements for the advertisers. Merchandise prizes were awarded the persons whose amateur ad-vices were deemed best, and some of the winning advertisements were used by the firms for which written.—John H. A. Kelly, 223 East Oak street, Norristown, Pa.

Why not make every advertisement do its full duty, let each ad in your paper be an advertisement for the paper? It can be done in several ways. For instance: Keep track of the classified ads, and each week or each month, run a story showing what they have accomplished. It would be interesting to tell how many persons got jobs through situation wanted ads, how many firms obtained employes through the medium of help wanted ads, etc. The number of articles lost and found, a comparison of the number of lost articles recovered and not recovered, and the variety of articles lost and found, would make a story in itself. On a paper carrying classified advertising extensively, this plan might require the entire time of some employe, but results from it should prove it worth while.—John H. A. Kelly, 223 East Oak street, Norristown, Pa.

With the approach of Thanksgiving and the holidays, the classified ad manager can further increase his revenues by soliciting specials from the stores to be advertised in these columns under appropriate headings. Thus classifications similar to the following might be created: "Turkeys," "Christmas Cards," "Thanksgiving Dinners," "Holiday Gifts," etc.—H. E. Runner, Hackensack, N. J.

"Fur Coats Are as Cheap as Cloth Coats." A page headed in that fashion is easily sold. Carry copy emphasizing the fact that the fur coat gives much longer wear, is warmer, and has many other apparent advantages. Get the fur men in your city first but do not forget the department stores as they will be found anxious to co-operate. It may be possible to mention the installment purchase plan, but be careful of this angle if the list of potential advertisers includes any "quality" concerns.—John Lewis Shissler, Cleveland Times.

One paper is daily running a misspelled word contest, in which the person who discovers words intentionally misspelled in the classified columns is presented with a pair of tickets to one of the city's moving picture theatres. Many have expressed their pleasure in searching for the mis-spelled words.—C. H. V., 322 Decatur street, Sandusky, O.

The Rock Island Argus has a neat stunt that is producing big results. It is taking a group picture of youngsters residing in block areas to determine the champion block of youngsters. A block square is chosen containing many homes. There is a big demand for papers with their pictures in it on the part of the kids.—L. J. Jellison, 2506 Windsor avenue, Dubuque, Ia.

An eastern Canada newspaper in beginning publication of a school page in connection with the daily, sent solicitors among the stationery and book dealers of the city and suburbs, with a proposition to sell advertising for this page. It was pointed out to the prospective advertiser that school children of various ages and both sexes would be interested in the school page and indications were that advertising on the page would be of inestimable benefit to those selling school supplies of all kinds including books, stationery, pens, pencils, etc. Most of the book and stationery dealers had been infrequent advertisers, but this proposition induced most of the local dealers to advertise on the school page.—W. McNulty, St. John, N. B., Can.

Here's a little idea that will add extra interest and popularity to your weekly Market Basket Page: "Rules—Watch for your name in one of these ads. Clip the ad in which your name appears, take it to the respective grocer and receive a $2 basket of groceries free. This page will appear in every Friday evening's (name of evening paper) and Saturday morning's (name of morning paper)." The names can be taken at random from the city directory. Every thrifty housewife will read carefully every ad on your Market Basket Page, with the hopes of finding her name and winning the prize. —George C. Marcley, Republican-Journal, Ogdensburg, N. Y.

News items of various kinds are used to advantage as "tips" on possible business by one classified advertising manager. Whenever he reads an item that someone is leaving town, transfers of business firms, reopening of manufacturing plants, etc., a letter appropriate to the occasion goes out immediately. For instance, to those moving out of town he suggests that "probably there are some things that you do not care to move. If so, the classified columns of the Star will dispose of them quickly and to your advantage."—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

CIRCULATION GROWTH
DURING 1923
will be an important factor in obtaining advertising for 1924. The Hollister plan will bring you the same amazing increases in circulation as it has lately brought to such papers as The Memphis Commercial Appeal, The Atlanta Journal, The Dallas Morning News, The Indianapolis News, The Washington Post. Favorable dates are available for immediate campaigns.

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Hotaling's News Agency
OUT-OF-TOWN NEWSPAPERS
Office and Stockroom Removed to
308 West 40th Street
Telephone Connection

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

"The African World"
AND
"Cape-to-Cairo Express"
Published every Saturday in London.

MOST NEWS
The largest morning daily circulation in Pittsburgh
The Pittsburgh Post
MORNING AND SUNDAY
Daily Circulation 118,000
Sunday Circulation ...175,000
Member A. B. C.

PROFESSIONAL STATUS SOUGHT BY AD MEN

Coast Group Would Have Vocation Recognized by College Degrees and Protected by State Examinations

The vocation of advertising and marketing should be raised formally to a professional basis, believes the Advertising Men's Association of Portland and that organization has decided to lead a movement to bring about such action. To this end it has voted to submit a plan to the Associated Advertising Clubs of the World and is mailing out copies of its proposal to every advertising club in the United States.

The plan, as outlined, was drawn up by the directors of the club and approved by the membership. It suggests the preparation of a standard of accomplishment by the national organization, which shall be a measure of attainments necessary for effective service in the fields of advertising and marketing, the application of this standard in various states through adoption of a proper certificate, and the passage of a state law providing that after 1928 "each individual who desires to enter the practice of advertising service, advertising counsel, marketing counsel, marketing adviser or other similar form of work must be the possessor of one of these certificates or of a suitable college or university degree."

The plan was proposed by Joseph A. Davidson who said that university authorities who had been consulted were enthusiastic in their indorsement of the feasibility of the plan.

The plan would embrace the adoption of professional titles to indicate the line of training, and suggestions offered are: "Advertisor," "merchandisor," and "marketing counsel."

In introducing the proposal Mr. Davidson said that it was fast becoming apparent that the men and women who will conduct the advertising and marketing activities of the future will be specially trained by schools of commerce and other qualified institutions.

"These institutions would give them degrees indicating the training and signifying to the business world that their education specially fits them for advertising and marketing work," he continued. "A sincere study of the allied callings shall be required to make business and the social organisms will be vastly benefitted when these callings receive proper professional recognition and when the individuals who enter these callings shall be required to make suitable preparation.

"At present the greater portion of the world's activities in advertising and marketing is being done by men and women whose training has come only through experience, and the fact that these men and women do not have professional recognition is a handicap to them and a deterrent to the proper progress of business."

A VANDERBILT SHAKE-UP

Important Staff Changes Made On Los Angeles Daily News

Four important changes have been made in the staff of the Los Angeles Illustrated Daily News, published by Cornelius Vanderbilt, Jr.

Charles T. Shearer, for more than 20 years connected with J. D. Ryan's Montana newspaper enterprises, has been appointed treasurer and business manager, succeeding Joseph J. Daly; George C. North, formerly managing editor of the San Francisco Bulletin, has been made assistant business manager, Fred N. Shorey, connected with the Los Angeles Times for 11 years and previous to that connected with the Milwaukee Sentinel for 7 years, comes to Mr. Vanderbilt as managing editor, supplanting Reed Hayes; and Douglas Turney, for many years connected with the Associated Press in southern California is now city editor of the News.

RAISING CONVENTION FUND

New York Press and Advertising Industry's Quota Set at $23,000

To raise the fund necessary as a basis for invitation to bring to New York City the Democratic National Convention of 1924 and the Republican National Convention of 1923, the local daily and periodical press and the advertising industry has been assigned a quota totalling $23,000. Of this sum the press is asked to raise $20,000.

Morgan J. O'Brien, chairman of the Finance Committee, has appointed Ralph Pulitzer of the New York World to take charge of collecting the amount allotted to the press, while Stanley Resor, of the J. Walter Thompson Company, has been named chairman of the advertising group.

Reed Heads N. E. Alliance

William J. Reed, publisher of the Taunton (Mass.) Gazette, was elected president of the New England Newspaper Alliance at its recent meeting at Manchester, N. H. Other officers elected are: John A. Muehling, Manchester Union & Leader, secretary, and William J. Pape, Waterbury Republican and American, treasurer.

Former Texas Publisher Dies

George Delbert Robbins, aged 52, retired newspaper man, died at his home at San Antonio, Tex. Funeral services were under the auspices of the Knights Templar. Robbins formerly was proprietor of the San Antonio Light.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Colyums

DAILY CHIT CHAT
Standard Feature Service,
606 Eastern Ave., Janesville, Wis.

Comics

KESSLER IN 2 OR 3 COL.
Direct, concentrated humor.
Metropolitan Newsp. Svs., 150 Nassau, N. Y.

Comic Strips

"BRINGING UP BILL"—"HANK & PETE"
6-col. strips—hitting on all cylinders.
Columbia Newspaper Service, 799 B'way, N. Y.

Full Page Mats

EXPLOIT AND ADVENTURE PAGES.
They attract and continue to attract.
Metropolitan Newsp. Svs., 150 Nassau, N. Y.

Fiction

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.
Service for Authors, 33 West 42d St., New York

STORIES
Constance Edgerton
606 Eastern Ave., Janesville, Wis.

THE THIRTEENTH GIRL
5,000 words
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Photo News Service

"PHOTOS FOR ROTOS"
of Quality.
Kadel & Herbert,
153 E. 42d St. New York

SUPPLIES & EQUIPMENT

For Newspaper Making

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Newspaper Web Presses.
No. 401—Hoe Right-Angle Quad, 32 pp., with complete new stereo. equipment.
No. 396—Goss Straight-Line Quad, 32 pp.
No. 433—Scott 24-page, 3 deck press.
No. 454—Hoe 20-page single roll press.
No. 440—Goss 16-page press, two deck.
No. 66—Hoe 12-page single-roll press.
No. 428—Cottrell 8-page "U" press.
No. 427—Goss half-tone color web press.
No. 457—Campbell Multipress, flat-bed web.
No. 241—Cox Duplex flat-bed press (in Canada.)
For details address Baker Sales Co., 200 Fifth avenue, New York.

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

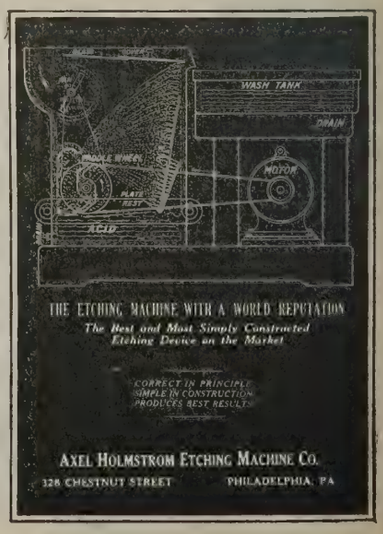
Cline-Westinghouse Double-Motor Drive with full automatic push button control.
USED BY THE
DECATUR REVIEW
Decatur, Ills.
We refer you to them for their opinion.
NAME SERVICE FAME QUALITY CLINE ELECTRIC MANF'G. CO CHICAGO CLINE WESTINGHOUSE
MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

R. HOE & CO.
For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds
Quality First—Progress Always
We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.
504-520 GRAND STREET
NEW YORK CITY
No. 7 Water Street Boston, Mass. Tribune Building Chicago, Illinois

ADDRESSING and MAILING MACHINES
Any mail list of over 3,000 can be handled more economically with our improved method than any other system.
Get away from Linotype and Galley system. Put the mail list in the circulation department.
One person can keep up a daily list of about 25,000 names, making all corrections and additions.
Write us for particulars giving size of list and frequency of issue, and a list of the users of our system.
POLLARD-ALLING MFG. CO.
220-230 West 19th St., New York City

REBUILT LINOTYPES AND INTERTYPES FOR SALE
Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.
THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

Composing Room Steel Equipment
We manufacture in steel everything in the way of equipment for the composing room, such as Makeup Tables, Galley Dumps, Correcting Banks, Type Cabinets, Galley Cabinets, Pressed Steel Galleys, Portable Page Trucks, etc., etc. Write us when in the market.
Chicago Metal Mfg. Co.
3724 So. Rockwell Street
Chicago, Ill.



Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unempoyeld one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager
With make-good record seeks association with progressive daily, north west, middle west or Canada; 35, married, clean-cut personality; possesses brains, initiative, creative ability, energy plus real training. Efficient copywriter and salesman. Box 393, Burlingame, Calif.

Advertising or Business Manager
or both, now open for position. Age 35, married, best references, 15 years' experience. Four years with Marion Ohio Tribune. Address I. R. Van Aurmen, 700 8th St., Lorain, Ohio.

Advertising Representative.
Trained newspaper solicitor. Has sold trade paper, local retail, national and foreign language newspaper space. Well recommended. Willing to travel or work anywhere. Will start immediately. Write, Box C-678, care Editor & Publisher.

All-Around Newspaper Artist
Strong editorial cartoon. Live sports; illustrations; paragraphs. Address Box C-697, care Editor & Publisher.

Experienced Newspaper Manager or Superintendent
Wants position with high class daily; practical printer who has had experience in all branches of newspaper game; also experienced in buying and selling Machinery and other Equipment; would like to connect with large daily as Manager, Superintendent or buyer; employed at present, but wants change; prefer South but will go anywhere. Ad Box C-668, Editor & Publisher.

Capable Circulation Manager
available; salary $5,200 per annum. Address Box C-703, care Editor & Publisher.

Circulation Manager
At present employed, at liberty about November 1st. Efficient and reliable. Capable of thoroughly organizing department, installing modern methods and increasing circulation at minimum cost. Best of recommendations and reasons for desiring a change. Eastern publication preferred. Address Box C-646, care Editor & Publisher.

Circulation Manager
desires position on newspaper in large or medium city. Prefer second or third paper that is obliged to struggle and fight for every gain made, but where the desire is to become the leader in its chosen field. Have had 12 years' experience. East, Central States preferred. Will give personal interview. Address Box C-696, care Editor & Publisher.

Circulation Manager
Publishers needing a manager that can meet competition, and produce results, will find it to their interest to reply to this ad. Will consider city or country circulator or managing director of both. Now employed directing city and country, experienced and understands every angle of circulation work, references will prove a very successful record; age 35. Address Box C-707, care Editor & Publisher.

Circulation Promotion Manager
seeks connection anywhere. Thoroughly competent on Boy-Dealer Country circulation, collections, etc. Experience large city publication east of Mississippi. Could handle magazine promotion along these lines. Address C-713, care Editor & Publisher.

City Editor
Wanted position as City Editor on well-established paper in city of from 50,000 to 100,000. At present am assistant city editor on daily with 100,000 circulation. Resourceful, practical, can build up circulation. Have big and small-town experience. Age 27. Address Box C-712, care Editor & Publisher.

College Graduate
two years' experience as reporter, copyreader and rewrite man on Manhattan and Brooklyn papers, desires newspaper connection that will keep him in Greater New York. Address Box C-705, care Editor & Publisher.

Copy Reader
available for trial; seasoned, speedy, accurate, able to sit in slot; $60; would consider managing editorship in smaller city. C-679, care Editor & Publisher.

Expert Newspaper Accountant
Executive, capable taking full charge of Accounting Department. Eight years' practical experience. Has installed efficiency systems in Circulation Accounts Receivable and General Accounting Offices. Available for position immediately. Address Box C-694, care Editor & Publisher.

First Rate Feature
and news writer desires part time or special assignment work on news or trade paper. Address Box C-710, care Editor & Publisher.

Managing Editor
of Ohio daily, 9,000 circulation, seeks change; 12 years' experience, mostly metropolitan. Can bring good assistant, capable desk man and writer. Address Box C-698, care Editor & Publisher.

SITUATIONS WANTED

Managing Editor.
Mr. Publisher, there is at your disposal a newspaper man, 33 years old, now employed on a metropolitan paper in an executive capacity. This man wants a position as editor or managing editor of a paper in a smaller town where his 13 years of experience will help make **Your** paper the publication you have always wanted it to be. He will come to you for a reasonable salary and does not want more until he delivers the goods. A virile writer, a capable executive, a hard worker and a judge of news values he will give you more than money can buy—loyalty and co-operation. His reason for changing his abode is that he wants to be more than a cog in a machine—a factor in your community. Box C-687, Editor & Publisher.

Managing, News, Telegraph Editorship
Back down South or Southwest. Capable newspaper executive who can bring to your organization both the energy of youth and the resourcefulness of twelve years' experience. A suggestion of mine has increased our circulation 4,000 in past two months. I do not have to change but I want to come back South and stay. Available on reasonable notice to present employers. Address Box C-650, care Editor & Publisher.

Newspaperman
University trained; all-around and practical printer. Connection with interest optional. Address Box C-709, care Editor & Publisher.

Young Man,
26 years of age. Speaks French, Spanish and English fluently. Has traveled considerably. Has good knowledge of foreign business methods. Is desirous of connecting with concern having an opening for an outside man. Does not object to traveling. C-718, Editor & Publisher.

Young Man,
with ten years' experience, wants a permanent job as city or managing editor. Will work without obligation until he can prove what he can do. Address Box C-641, care of Editor & Publisher.

Young Man,
27, two years' publishing experience, seeks opportunity in editorial direction. Salary modest. Writes well, understands mechanics of paper making; considers self in infancy of powers, therefore bound to develop into constructive force for organization employing him. Address Box C-665, Editor & Publisher.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

New York Letter
Short news-feature paragraphs; theater and book reviews; sports and fashions comment; quaint restaurants and places of interest; "like living in New York"; exclusive weekly mail service. 1½ columns, $5; sample "Letter" free. T. Cicott Cummings, 3440 Broadway, New York.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Exceptionally Good Business Opportunity
Large established Advertising Agency in a progressive West Virginia city of 25,000, virgin field, seeks the active services of an aggressive business man as treasurer; one who is congenial and can handle the financial end of the business in a successful, profitable and business-like manner; a man with executive ability; one with publishing or printing plant experience preferred. This agency is incorporated under the state laws of West Virginia with a paid-in capital of $25,000; own and operate our own printing plant; gross income this year will equal over $42,000. Investment of $7,000 to $8,000 and active services required; reply in detail regarding experience and ability, salary expected and when you could come to our offices for personal conference. Address Box C-706, care Editor & Publisher.

Idaho Daily
$30,000—$10,000 down buys this bargain. Circulation 4,000; business $52,000; profits $6,360; town 10,000; well equipped. Wire National Newspaper Bureau, 203 South Dearborn St., Chicago.

$1,000,000 Buys Midwest Daily
Business over $1,000,000; profits over $100,000; dominates field. Price includes modern building. Wire National Newspaper Bureau, 203 South Dearborn St., Chicago.

$80,000 Indiana Daily
Earning big profits, circulation 5,000, business $110,000. A bargain. Wire National Newspaper Bureau, 203 South Dearborn St., Chicago.

$40,000 Illinois Daily
Circulation 3,000, business $40,000, profits $7,000, town 11,000. Wire National Newspaper Bureau, 203 South Dearborn, Chicago.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Manager
for daily evening newspaper in midwest city. This position calls for executive ability, energy and courage. Only a man who can stand up under the strongest competitive conditions will qualify. You will have a good newspaper to sell with a splendid circulation at the lowest milline rate in city of publication. To the man who makes good the opportunity is unexcelled. Write in detail your personal and business history. Tell what you have accomplished in the newspaper advertising world, and if possible have photo accompany your reply. All communications held in strictest confidence. Address all replies P. O. Box 664, Cincinnati, Ohio.

Advertising-Printing Salesman;
who can pick up news while he's selling. Steady job; state wages. City 20,000. Leading paper. Record, Wyandotte, Mich.

Advertising Solicitor and Copy Writer.
Young man of clean personal habits, experienced as newspaper advertising solicitor and copy writer. Must come well recommended. Reply in detail regarding experience, starting salary, etc. W. M. Fuller, Advertising Manager, Elkhart Truth, Elkhart, Indiana.

A Circulation Building Organization
wants men to work as solicitors and qualify for promotion. "Floaters" need not apply, this is a permanent position to the right man. The Fred Cox Service, Suite 402, Post Office Building, Coatesville, Pa.

Competent Desk Man
whose intelligence, accuracy and speed will be quickly recognized by advancement with Massachusetts evening newspaper. Address Box C-636, Editor & Publisher.

Leading Georgia Weekly
Wants young man of experience as reporter—local editor with proofreading and heading writing ability. Balance of time on circulation and foreign advertising. Promotion for the man who has initiative and will work diligently and intelligently. State salary and give references. Position open November 15th. Address The Dawson News, Dawson, Georgia.

Wanted Assistant to Editor.
Experienced, inside or outside man on growing daily, near New York City, good opportunity for man to grow up with reliable paper. Address stating age, experience and salary expected. "Editor," Box 48, Long Island City.

Wanted.
Circulation manager for city department on evening paper in middle western city of 100,000 population. No beginners need apply. A man of experience is wanted. A splendid opportunity for a circulator of real ability. All replies will be held confidential. Please give history of experience in letter of application. Address C-717, Editor & Publisher.

Wonderful Opportunity.
Wanted—Country Circulation Manager for important paper in South-Eastern city of 200,000 population, only morning and Sunday paper in field with State-wide distribution. Must have experience in handling road men and general promotion work. Address Box C-711, care Editor & Publisher, giving experience in detail and salary wanted.

Omaha Printers View Trade Film

Members of the Omaha club of Printing House Craftsmen, Oct. 16, listened to President H. R. Swartz and J. H. Palmer, branch manager of the Intertype corporation, tell their illustrated film story of the manufacture of the intertype machine. James T. Monahan, treasurer of the International club made the announcement of the appointment of N. B. Heath, local president, as district representative for the Ninth district. Mr. Heath will oversee the work of the Craftsmen's clubs of Omaha, Des Moines, Kansas City, Wichita, St. Joseph, Sioux City, Denver, Lincoln, Fort Worth and Oklahoma City. A series of lectures to printing house apprentices is one of the plans of the local club and they have the co-operation of the printing department of the new Technical High School and the local Ben Franklin club.

New Paper Starts in Brooklyn

L'America, a newspaper for Italian readers, was launched in Brooklyn, Oct. 20, wholly in English. The new paper grows out of the League, the organ of the Kings County League of Italian-American Republican Clubs. Henry Isham Hazelton is the directing editor of the publication. It is printed by the Pearl Press, Brooklyn. Its immediate field will be Kings and Queens counties, which have about 400,000 Italian residents between them.

Omaha Pastors Study Journalism

A short course in journalism for ministers is being conducted at Omaha by Herbert Smith of Philadelphia at the Presbyterian theological seminary. Mr. Smith is assistant manager of publicity for the general assembly of Presbyterian churches. Explanations of the principles of news as applied to church work were made during the first session. Methods of preparation for church calendars and how to get facts in the house organ were shown by Mr. Smith. Study will also consist of the printing of news items by ministers and comment made by the teacher. On the closing day Mr. Smith gave a short talk on circular letters and display advertising for the church.

Do you want a fine weekly? Covers two booming Southern California towns. Going to semi-weekly soon and will be ripe for daily within a year. Making over $1,000 monthly net. Large oil development tributary. Price $35,000. Requires $20,000 cash. Proposition R. Q.

PALMER DeWITT & PALMER
Newspaper Properties
225 FIFTH AVE. NEW YORK
Pacific Coast Rep. M. C. Moore, 515 Canon Drive, Beverly Hills, Calif.

Unusual Opportunities
Daily & Weekly NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES
THAT VACANT POSITION requires, perhaps, an unusual outfit, a range the ordinary newspaper man does not possess. Problems of this kind interest us more than chess. Give us the combination and let us go through our wonderful index and files. We are rather confident the right man is listed there. No charge is made to employers.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

FRALICK & BATES Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES
New York .....154 Nassau St.
Chicago .....605 N. Michigan Ave.
Atlanta .....Candler Annex
Los Angeles .....Security Building

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale
Brand new No. 5 Mergenthaler, never unpacked; bargain. E. M. Martin, 159 West 74th St., New York.

For Sale
Emerson Linotype motor, 115 volts direct current. Good as new. All gears complete. Charlotte News, Charlotte, N. C.

"RIBBONS and LACES"
is the title of
THE LATEST
Ruby M. Ayres Serial

Begins November 12.
Runs Seven Weeks.
1200 Word Daily Instalments.
It's a Winner.

THE McCLURE NEWSPAPER SYNDICATE
373 Fourth Ave., New York City

"Cynical Sam"

A one column daily cartoon will be released

November 1

by

C-V. Newspaper Service, Inc.
Illustrated Daily News Bldg.
Los Angeles, Cal.

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

Christmas Shopping Reminders
Begin in Noozie Nov. 18th
Place your order early.

THE INTERNATIONAL SYNDICATE
212 Guilford Ave., Baltimore, Md.

America's Best Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

AN interesting question that should be good for more than one interview from leading attorneys at law is one that has been broached recently. "Is it ethical for a member of the bar to defend a consistent violator of the 18th amendment?" One may find many opinions both pro and con to and for the question. —L. J. Jellison, Times Journal, Dubuque, Iowa.

The Dallas (Tex.) Morning News has begun publication in the Sunday Magazine of a series of articles on how Texas towns received their names. These short articles are prepared by men and women who have resided in these towns for a long time and are familiar with the history of the various towns. The articles are largely historical, but are full of interest and provide an interesting feature for the magazine section of the News.—John E. King, 311 N. Edgefield street, Dallas, Tex.

Find out the half dozen or more oldest men in your town still actively engaged in business. As a rule you will discover that they are lawyers or doctors. But it may turn out differently in your town. Then write a story with interviews arriving at some conclusion as to whether or not certain professions preserve a man and permit him to "stay in the harness" longer than others.—Earl Potter, 637 Ohio street, Lawrence, Kan.

Each Christmas the editorial page of the Illinois State Register, Springfield, Ill., is given over to the class in editorial writing at the University of Illinois. A similar plan might be worked with profit by letting the English class of the local college or high school take charge of the page several times a year. Each article or editorial should be signed by the writer, thus showing just who wrote it and giving the pupils and their friends and parents a favorable opportunity to see their names in print. It also gives the editor a pleasant opportunity to have a day's vacation, and yet be on the job. —Ivan L. ReVeal, Hoopeston, Ill.

What do the prominent people of your community do in their spare time? Do they devote their idle hours to golf or tennis? Or do they ride a hobby or just read books or magazines? Or are they movie, theatre or dinner devotees? A cross-section of your prominent citizens will prove interesting to your readers.—G. Harris Danzbergen, Hartsdale, N. Y.

Which is more fastidious buying clothes in your community, the poor man or the well-to-do? Clothiers and haberdashers might give you some interesting answers from their experiences. You might find that their most costly silk shirts, for instance, are sold mainly to the laboring class, and that the man with the most money puts up the hardest kick at prices.—John H. A. Kelly, 223 East Oak street, Norristown, Pa.

There is at least one reporter on your staff who will be able to fill the bill in this case. Have him placed in full charge, subject of course to the approval of the city editor, of a column entitled "A Day with Our Professional Citizens." He should arrange with various prominent lawyers, doctors, etc., to spend a few hours with them during their business hours. If he is wide-awake he will be able to glean enough material to write a good-sized story which will appeal to everyone. The plan has been worked effectively in a paper of 30,000 circulation. —R. W. Stevenson, Express, Easton, Pa.

The question of a state law for the licensing of all auto drivers is an interesting one and there is hardly a motorist but what will take sides on the question, pro and con. As a special feature, picking out representative citizens, it cannot be beat. The opinions are varied and very interesting.—L. J. Jellison, Times Journal, Dubuque, Ia.

A very interesting and rather unusual story could be worked up from the hunting and fishing licenses issued during one week in your county during the hunting and fishing season. Give the names and ages of the people getting the licenses. If there are any women among the number get interviews with them telling when they started hunting, how much they like hunting and so on. Then get interviews with the men telling where they are going hunting or fishing. This would give a good indication of the best places to hunt and fish. Then tell whether there are more full grown men or more boys taking out licenses and tell about the oldest and youngest people getting licenses. Also give the average age of all people getting licenses during the week.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

An interesting feature that might be duplicated by any paper within an agricultural district was recently published by the Capital Times, Madison, Wis. The story dealt with statistics on the number of eggs produced in Dane County, Wis., during the past year. Among other things, it was brought out that more than 26,500,000 eggs were laid, or approximately 25 dozen for every one of the more than 89,000 inhabitants within the county's boundaries; that end to end they would extend from Chicago to New York; that they would weigh 1,669 tons; that they would fill 187 refrigerator cars and that the county ranked first in Wisconsin and 14th within the United States. —H. E. Runner, Hackensack, N. J.

Feature stories in the small-city paper are many times left for the city reporter to pick up on a stray visit to the small town. The Madison Press, London, Ohio, makes a feature of every feature story available and finds both profit and increased subscription lists in the system. Recently, a story was carried about the death of a horse 29 years old in another county and with it a request for a report on the oldest horse in the section covered by the Press. The result was several feature articles of wide interest and the final discovery of at least two horses 36 years old in the section, both living. A photo of the oldest was secured and used as a feature in the Press as well as several city papers.—A. K. Chenoweth, Madison Press, London, Ohio.

Many sections of the country where but one crop is raised have experienced failures in the past few years, especially the fruit sections. A good, constructive story could be written around the facts of what some farmers have done by raising other crops as a side line. For instance, in fruit sections farmers will be found who have been able to pay their grocery bill from the proceeds of a flock of chickens or from cream checks. Send out a questionnaire to a selected group of farmers asking them whether they believe it is safe to depend entirely on one crop. Ask specific questions as to what their experience has been in raising diversified products, and whether they supply the family table from a home garden. Inclose stamped self-addressed envelope. The returns when published will arouse discussion and result in more than one story.—R. A. Seeley, Wenatchee World, Wenatchee, Wash.

"Best fiction for newspaper purposes I have ever encountered."

John V. Brogan,
Managing Editor,
The San Antonio Light

Send for Samples.

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau St., NEW YORK CITY

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

LLOYD GEORGE
writes for the
UNITED FEATURE SYNDICATE
A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York

OVER 64,000

LARGEST EVENING CIRCULATION IN IOWA

The Des Moines Capital

THE SOUTH

Has Come Into Its Own

	Circulation	2,500 lines	10,000 lines
ALABAMA			
*Birmingham Age-Herald .....(M)	29,113	.08	.08
*Birmingham Age-Herald .....(S)	33,721	.10	.10
†Birmingham News .....(E)	72,593	.15	.15
†Birmingham News .....(S)	79,210	.15	.15
Mobile News-Item .....(E)	10,392	.05	.05
Mobile Register .....(M)	21,264	.07	.07
Mobile Register .....(S)	32,715	.085	.086
*Montgomery Journal .....(E&S)	17,446	.06	.06
FLORIDA			
**Florida Times-Union, Jacksonville..(M&S)	36,159	.09(.10S)	.09(.10S)
Pensacola News .....(E)	4,795	.03	.03
Pensacola News .....(S)	5,291	.03	.03
†St. Petersburg Independent .....(E)	5,420	.03	.03
*Tampa Times .....(E)	14,009	.05	.05
*Tampa Tribune .....(M&S)	22,411	.07(.08S)	.06).07S)
GEORGIA			
††Augusta Herald .....(E)	13,438	.05	.05
††Augusta Herald .....(S)	13,438	.05	.05
**Macon Telegraph .....(M)	25,422	.07	.07
**Macon Telegraph .....(S)	26,350	.07	.07
†Savannah Morning News .....(M&S)	21,227	.055	.05
KENTUCKY			
**Lexington Leader .....(E)	17,761	.05	.05
**Lexington Leader .....(S)	17,827	.05	.05
††Paducah Sun .....(E)	7,920	.03	.03
NORTH CAROLINA			
††Asheville Times .....(E)	8,969	.04	.04
†Asheville Citizen .....(M)	12,978	.045	.045
†Asheville Citizen .....(S)	11,720	.045	.045
**Greensboro Daily News .....(M)	21,530	.07	.06
**Greensboro Daily News .....(S)	29,308	.07	.07
†Raleigh News and Observer.....(M)	26,330	.06	.06
†Raleigh News and Observer.....(S)	31,303	.06	.06
*Winston-Salem Sentinel .....(E)	13,653	.05	.05
SOUTH CAROLINA			
**Columbia State .....(M)	23,236	.06	.06
**Columbia State .....(S)	24,286	.06	.06
Greenwood Index Journal .....(E&S)	4,185	.025	.025
Spartanburg Journal .....(E)	4,165)	.04	.04
Spartanburg Herald .....(M) 5536....(S)	7,156)		
TENNESSEE			
**Chattanooga Times .....(M)	24,058	.07	.07
**Chattanooga Times .....(S)	24,145	.07	.07
††Nashville Banner .....(E)	47,738	.10	.10
††Nashville Banner .....(S)	47,782	.11	.11
VIRGINIA			
*Alexandria Gazette	3,900	.025	.025
**Bristol Herald Courier .....(M&S)	8,714	.04	.04
**Danville Register and Bee.....(M&E)	12,952	.05	.05
Newport News Times-Herald .....(E)	9,041)	.05	.05
Newport News Daily Press.....(S&M)	6,051)		
**Roanoke Times & World-News.....(M&E)	23,984	.07	.06
**Roanoke Times .....(S)	16,876	.07	.06
*Staunton News-Leader (M), Leader....(E)	6,115	.03	.03

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.
** A. B. C. Statement, Sept. 30, 1923.
†† Government, Sept. 30, 1923.

The people have been brought to the realization of the possibilities of their land. It is now established upon a firm foundation of diversified production and trade.

Its fields are fertile with many products. Its mines are opened with richness. It has water power to turn the wheels of its factories, ports to dock the shipping of all oceans.

Transportation facilities of the South are greater in proportion to population and area than the United States as a whole. It has nearly one third of the total railroad or 9.2 miles of railroad for every hundred square miles compared with 8.5 for the whole country.

Highway construction throughout the South is greater than was ever known. Other construction work in hotels, schools, churches, office and bank buildings has aided in its rapid industrial advancement.

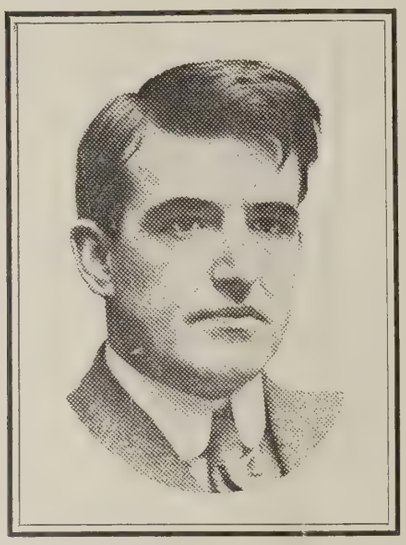
The South is a fertile and profitable market for manufacturers who tell by advertising in the daily newspapers what they have to sell and where to get it.

Get your product asked for by name. This list will do it for you.

Reaching Women

In the Greatest Market

The ability of The Evening Mail to place an advertising story before a large and influential body of women readers throughout Greater New York is partly based upon an exceptional newspaper service to women. This Service includes the following important daily features in the particularized fields that continue to be of primary interest to women at large.



FOOD
Alfred W. McCann

For ten years, Alfred W. McCann has dominated public opinion of the Greater New York territory on the subject of Food, Food Purity and Food Excellence. New York newspaper readers, through years of knowledge of his fearless work, have come to hold implicit confidence in his word. The Evening Mail speaks with unequalled authority on Food and carries unequalled power as a medium for the advertising of honest food products.

COOKING
Ida Bailey Allen

A distinguished career of many years as Domestic Science specialist for the leading national women's magazines and as the author of six cook books, gives Ida Bailey Allen an unrivaled position as an authority on the preparation and service of food. She has perhaps the largest following of women readers of any domestic science writer in the field today. She conducts a daily Home Service.

HOUSEHOLD
IRENE VANDYCK

A recognized authority on the household, edits a lively and diversified daily Household Page dealing expertly with subjects of every-day concern to women.

NOVEL-A-WEEK
BY NOTED WRITERS

A complete novelette every week by the best writers—always clean, readable fiction. Ample daily installments.

DRAMA
JAMES CRAIG

dramatic critic, holds a high place in the world of the theatre. Service on theatre news is among the most complete in New York and has a wide following.

CHILDREN
DAVID CORY

Of all children's features, Cory's "Little Jack Rabbit" stories are best. Hundreds of children correspond daily with "Uncle Dave."

BEAUTY
DOROTHY GRAY

One of New York's noted beauty specialists conducts the beauty department, advising tens of thousands of women daily.

HUMOR
ROY K. MOULTON

One of the best-known of all newspaper humorists, conducts a daily column of humor that is always refreshingly clean.

FEATURES
ZOE BECKLEY

the distinguished newspaper feature writer, writes her great "celebrity interviews" and features of interest to women. Also Mary Margaret McBride and other widely-known feature writers.

HEALTH
DR. B. S. HERBEN

writes daily on Health in the Home, with professional advice on the care of growing children.

MUSIC BOOKS
PITTS SANBORN

regarded in many quarters as New York's leading music critic and authority, writes daily for music lovers. Alison Smith conducts the department of book reviews.

THE EVENING MAIL

NEW YORK, N. Y.

THIS ISSUE: WHERE REPORTING FADES INTO PROPHECY

DITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK.

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday

[Copyright, 1923, by the Editor & Publisher Company, James Wright Brown, President and Editor]

Vol. 56. No. 23 NEW YORK, NOVEMBER 3, 1923 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

Times Are Good in Chicago

The display lineage figures of the Chicago papers for the first nine months of the year—especially those of The Chicago Daily News—prove it. The Daily News display lineage for these nine months was 639,340 lines more than in the same period of 1920, the previous "banner year" for Chicago advertising.

The World's Greatest Single Market

More and more are the advertisers of America realizing that Chicago and its famous "forty mile radius" is not only a market in itself, but one of the greatest, most compact single markets in the world.

Within its area are almost 4,000,000 consumers — 700,000 families — who can reach the Chicago "loop" in an hour's ride, make their purchases and the same day receive their deliveries. The advantages of this rich, populous compact market to manufacturers and wholesalers as well as retailers are obvious. Warehouse and transportation charges are minimized. Thirty-six great states have each a smaller population than is found here within a sixty-minute journey.

Moreover, the great majority of financially competent buyers in this market are reached and influenced by the advertising of a single medium—THE CHICAGO DAILY NEWS.

That experienced and successful advertisers appreciate this fact is shown by the distribution of their advertising among Chicago newspapers. Here is the comparative record for the period from January 1 to September 30, 1923. The figures are supplied by The Advertising Record Company, an independent audit service maintained by all the Chicago newspapers.

TOTAL DISPLAY ADVERTISING IN ALL CHICAGO DAILY NEWSPAPERS FROM JANUARY 1 TO SEPTEMBER 30, 1923

	Lines	Comparison Lines
The Daily News	10,737,936	10,737,936
The Daily Tribune	8,302,495	8,302,495
The American	6,777,732	
The Post	3,410,063	
The Herald-Examiner	3,325,656	
The Journal	3,163,868	
The Daily News' excess over the next highest score, that of The Daily Tribune.		2,435,441

Herein is incontrovertible facts and figures of interest and value to all who do business or contemplate doing business in the Chicago market, is a reiteration of the verdict of years that names

THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

Standardization and Simplicity

The U. S. Chamber of Commerce, U. S. Department of Commerce, United Typothetae of America, and other governmental and industrial organizations are stressing the importance of STANDARDIZATION AND SIMPLICITY.

These features, with the addition of non-obsolescence, have been the basis of Intertype construction for many years.

STANDARDIZATION.—All models of Intertypes are built up from a single unit and can be converted by users into other models as requirements demand. All magazines, matrices, mold caps, and supply parts are standardized and interchangeable on all models.

SIMPLICITY.—910 fewer moving parts in one mechanism alone—on three-magazine machines —in addition to numerous other simplifications.

NON-OBSOLESCENCE.—All new improvements are designed so that they are applicable to outstanding Intertypes.

No Standardized Intertype Has Ever Become Obsolete

INTERTYPE CORPORATION

50 Court St., Brooklyn, N. Y., U. S. A.

New England Sales Office, 49 Federal St., Boston
Middle Western Branch, Rand-McNally Bldg., Chicago
Southern Branch, 160 Madison Ave., Memphis
Pacific Coast Branch, 560 Howard St., San Francisco
Los Angeles Sales Office, 1240 S. Main St.
Canadian Agents: Toronto Type Foundry Co., Ltd., Toronto
British Branch, Intertype Ltd., 15 Britannia St., King's Cross, London, W. C. 1

Volume Selling *in* Cleveland

These 5 Department Stores used over

1,000 Pages

in the Cleveland Press during the first 9 months of 1923, because there's one PRESS to every 1.3 families in Greater Cleveland and that's

OHIO'S GREATEST HOME COVERAGE

The Higbee Co.

The Higbee Co.
Used 92 pages in THE PRESS
During the first nine months, 1923

The May Co.

The May Co.
Used 398 pages in THE PRESS
During the first nine months, 1923

The Halle Bros. Co.

The Halle Bros. Co.
Used 101 pages in THE PRESS
During the first nine months, 1923

The Bailey Co.

The Bailey Co.
Used 246 pages in THE PRESS
During the first nine months, 1923

Wm Taylor Son & Co.

Wm. Taylor Son & Co.
Used 167 pages in THE PRESS
During the first nine months, 1923

The Press
First in Cleveland
A Scripps-Howard Newspaper

CHICAGO
CLEVELAND
CINCINNATI

National Representatives
ALLIED NEWSPAPERS, Inc.
52 Vanderbilt Ave., New York

ST. LOUIS
SAN FRANCISCO

Philadelphians are now eager for Christmas Gift suggestions

(3rd Largest Market in the United States)

Santa Claus can get down the chimney of nearly every home in Philadelphia, as most Philadelphians live in separate dwellings; to be exact there are nearly half a million homes in Philadelphia, Camden and suburbs.

The boys and girls in these half a million homes are eagerly looking forward to "the night before Christmas" when they will hang up their stockings.

Dolls, sporting goods, musical instruments, toys of all kinds, radio outfits, novelties, traveling equipment, gloves, silk stockings, furs, pianos, automobiles and other things can now be profitably brought to the attention of Philadelphians.

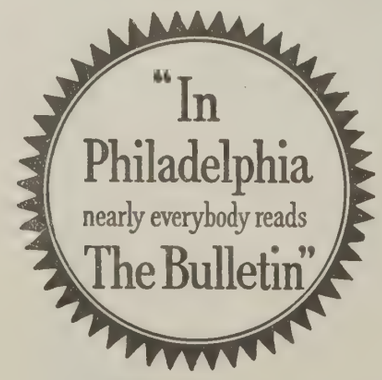
Candies; tons of them will find a way to the foot of the Christmas trees in Philadelphia's homes.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending September 30, 1923—503,368 copies a day.

NEW YORK
814 Park-Lexington Bldg.
(46th St. and Park Ave.)

CHICAGO
Verree & Conklin, Inc.
28 East Jackson
Boulevard.

DETROIT
C. L. Weaver
Verree & Conklin, Inc.
117 Lafayette Boulevard.

SAN FRANCISCO
Harry J. Wittschen
Verree & Conklin, Inc.
681 Market St.

LONDON
Mortimer Bryans
125 Pall Mall, S. W. 1.

PARIS
Ray A. Washburn
5 rue Lamartine (9)

(Copyright 1923—Bulletin Company)

WORLD NEEDS HONEST, UNBIASED NEWS SAYS "SAGE OF POTATO HILL"

Ed Howe, Editor of Atchison (Kan.) Globe, Appeals for International Conference of Intelligent Newspapermen to Prevent Spread of European Conflagration

By PHILIP SCHUYLER

"THERE'S a great fire burning in Europe, and, by golly, it's spreading this way. In the name of high heaven the newspapers of the world must, and can, stop this conflagration."

A country editor was speaking—a man of more than 70, who has kept his youth and mental energy. Dressed in a dark grey business suit, a flowing Windsor black tie, his only idiosyncracy as a literary man, he leaned forward and emphasized his remarks by tapping the writer's knee.

It was the nationally-known Ed Howe, publisher of the Atchison (Kan.) Globe, and E. W. Howe's Monthly, popularly called the "Sage of Potato Hill." Ed Howe, as he himself modestly puts it, "has been in the country printing business 60 years." He was in New York City this week on his way to a vacation in Florida.

In simple, homely, straight from the shoulder language, such as Abraham Lincoln was accustomed to use, the "editor from the country" took the occasion to make a stirring appeal through EDITOR & PUBLISHER to the newspaper men of the world to strive to present their readers with impartial, truthful news.

"This is a favorite theme of mine," he said. "I have written it often. I will say it again and again.

"A big need of the world today is not a peace conference—no—rather a conference of honest and intelligent newspaper men, who will get together and decide what had best be done for world good.

"This congress of newspaper men might first be national and then made international.

"Newspaper men hold in their hands tremendous power," he continued.

"Statesmen, politicians, presidents and kings live on the publicity given them by newspapers.

"The greatest newspaper story in the world, I think, at this time, is the European chaos. What happens abroad is soon reflected in this country. Inevitably reflected.

"There is a world tendency towards disorder.

"The duty of newspaper men everywhere is to do their darndest to prevent this tendency.

"How?" Ed Howe's hands clenched. His eyes were live coals.

"By real reporting," he snapped.

He had warmed up to the subject. This was no "snippet" interview. The "Sage of Potato Hill" was serious and in earnest. For a long time, it was evident, he had been thinking about the "world's greatest story," concerning which W. T. Ellis wrote in EDITOR & PUBLISHER of Oct. 20.

"We should have good reporting of conditions in Europe. There also should be square, honest, and intelligent reporting of conditions in Wall Street."

At the start of conversation with the Kansas philosopher the immediate impression is of a farmer seated on a cracker box in a general store, chewing politics, potatoes, fate and tobacco. But the impression is only momentary. True, Howe glories in his pose of "country editor." His mind, however, is not the least provincial. It is keen, piercing, and uncommonly broad.

There is now far too much exaggeration in American newspaper stories, both from foreign and domestic sources, Ed Howe believes, and declares now is the time to correct the fault.

"The plain truth, the simple facts alone should appear in our news columns," he said, and his fist struck the palm of his open hand.

Yet Mr. Howe is confident excellent men are now abroad writing news for the American press. His own son, James P. Howe, is a correspondent for the Associated Press in Russia. He believes sincerely, on the other hand, that propaganda has created a wrong impression in this country regarding Communism and Bolshevism.

"Lots of people, the ordinary farmer for instance," he explained, "have the notion Bolshevism may do them good. Conditions abroad, they think, will aid them, while hurting the big capitalist. But the fact is, it is going to do them as much harm as it will Rockefeller.

"The Russians thought everyone would be benefited. Russia became the world's disgrace. Soviet leaders themselves admit the people are suffering.

"There is no truth in the saying that the 'capitalistic kept press' in this country is suppressing the facts. But newspaper men should certainly be more reasonable, moderate, and should accept only the actual truth."

This remark brought the brilliant Kansas newspaper man back to what is apparently one of his favorite opinions.

"The Press is powerful, yes. And reporters are the real force behind every newspaper. We need less editorializing.

"Let me tell you, people don't pay much attention to editorials. It is the man in the street covering the story who has the power, not the fellow up in the tower writing editorials. Editors of labor sheets will exaggerate one side; editors of conservative papers will exaggerate the other. It is the place of the reporters to get the plain truth.

"Why, the best books ever published are just plain good newspaper reporting. Dickens' 'David Copperfield' for instance, and Turgeniev's 'Father and Son.'

"You ask about personality in newspapers? Personality can be carried to excess. It's worth repeating, I think, reporters are the real men on newspapers."

Ed Howe doesn't believe crime should be neglected by the newspapers.

"We should give only truthful and charitable accounts of all lawlessness, however," he made sure to add.

Naturally, when the editor spoke so earnestly about the gigantic influence of the press, the question of prohibition and the part newspapers should play in its enforcement came to mind.

The Kansas editor does not believe in national prohibition.

"There is not so much evil in liquor as people talk about," he gave as his own opinion.

"Regulation, not prohibition, is perhaps the real thing.

"State prohibition in Kansas was an absolute success. Young people grew up and never saw a saloon. National prohibition ruined state prohibition.

"The scandal we will learn about in the future is the amount of money which is being spent on prohibition enforcement, which doesn't enforce. And now we poor dubs, the tax payers, are standing for it. National prohibition is too big a thing.

"There are some things newspaper power cannot accomplish," Ed. Howe willingly says.

"There is no power great enough to enforce an impossibility," was the way he put it.

Ever since his arrival in New York City early this week the metropolitan newspapers have been giving columns to "the Sage of Potato Hill." As he said laughingly himself, he got as much play as Lloyd George.

On Oct. 30 he had lunch with John Golden, theatrical producer, and H. T. Webster, cartoonist on the New York World, at the Dutch Treat Club, a society made up of writers, artists and publishers. At the luncheon he met Vincent Ibanez, and Senator Paul Dupuy, owner of Le Petit Parisien. The morning newspapers reported his reactions to the affair.

"A whole roomful of fine men and I was introduced to Tom Masson and Dr. Frank Crane and—and—I can't remember a half of them," one paper reported him saying. "This great Spanish author—what's his name now?—yes Ibanez, made a speech and an interpreter put it into good English. Then this great editor of the French newspaper—yes, Dupuy, who owns the Petit Parisien—he spoke.

"And then, ha! ha! I made a speech. Didn't want to particularly, but they asked me and everybody's been so mighty fine and kind. I spoke to Mr. Dupuy and said that here we'd met, he with his 2,000,000 circulation and I with my 200. Of course, I was only emphasizing a disparity in the sizes of our respective journals, because I have between 300 and 400 readers right here in New York."

Newspaper space, Howe is positive, brings the best results to advertisers.

"These editors of industrial and commercial house organs have a sucker list and I'm on it. I guess I get about 200 of these journals every month—banks, factories, railroads, and the Lord knows what. I guess I'm about the only man that reads some of them.

"If these industries financing these magazines would only understand that they are spending millions and only getting a few cents' worth of results, they'd drop them and use newspaper space to put their case before the public."

"Ed" Howe is in excellent physical shape. And, luckily, the way he was feted by his New York friends. He had not been in the metropolis for fifteen years.

"Yes," he said, "I am pretty fit. I do all my writing in the morning. In the afternoon I pitch hay and do general farm work on my place on Potato Hill. Early in the evening I go to bed and read a while."

There's a limit to entertaining, and Mr. Howe said he broke up one party arranged for him by John Golden for Saturday night.

"I told him I'd go out to Child's with him. A fellow can't stand too much celebrating," he said.

Mr. Howe is traveling with his niece, Miss Adelaide Howe and Miss Nellie Webb, society editor of the Atchison Globe. He and Miss Howe leave Nov. 3 for Miami, Fla., where they will spend the winter.

Old Ed Howe looks up, not to editors, however, to whose clan he belongs, but to reporters, who, he says, are the real men on the newspapers of today. On his first visit to the metropolis in fifteen years he was accompanied on a sightseeing trip by Miss Adelaide Howe, his niece; Mrs. Dwight Farnham, his daughter, and Nellie Webb, society editor of his Atchison Globe.

WOULD REVIVE PERSONAL NOTE

Grandon Protests Machine-Made Papers Before Medill School

"The guiding star of the successful newspaperman should be service to the community," said D. W. Grandon, editor and manager of the Sterling (Ill.) Gazette, Nov. 1, to students at the Medill School of Journalism of Northwestern University.

"Schools of journalism evidently have come to fill a great need," he commented. "There has been no standard code of ethics or philosophy covering editorial ideas, or for the treatment of editorial subjects. It has seemed that each and every editor must be a law unto himself, make the best guess he could and then take the consequences. But journalism schools may very properly do something either to establish standards or to elevate such standards as may soon seem to be more or less accepted.

"Personally I feel that our newspapers may become too stereotyped, too machine-made. Therefore, I should like to see more of the personal in our editorial columns. We need not go back to the old days, it is true, but we can put more of the personal view and more of personal sentiments into our papers. I feel that our nation needs more heart, soul and conscience in the editorial pages of its great newspapers.

"As for the young newspaper man or woman, I am a firm believer in the school of sincere and honest hard work as the only means by which they may make proper progress. The youngster entering into country journalism should bear that in mind. I am sure the city scribes get their measure of toil. For the benefit of the writers who are to undertake country journalism I can say that it is more successful than it used to be because of the personal element of which I have just spoken. The country editor no doubt is in closer touch with his people than is the city editor. The editor of the city daily may write almost what he desires to see in print, and get by with it, but the country editor must write only what he knows to be a fact. He cannot place the responsibility upon persons unknown.

"After fifty years of newspaper experience this pioneer worker welcomes cordially the new journalists, the students of the schools of journalism, to a field much better and stronger than the old in many respects. Remember what I said at first,—the central thought of the successful editor, rural or urban, is to work earnestly, sincerely, and honestly for the public service. Do that consistently and your stewardship in this amazingly interesting field will be effective."

Wand Buys Lumber Journal

The Southern Lumber Journal, Jacksonville, Fla., has been purchased by J. Ben Wand from the estate of the late Z. W. Whitehead, who founded the paper 27 years ago.

NEWSPAPERS AD SPACE COST $521,000,000 IN 1921, U. S. CENSUS SHOWS

Estimated Value of $570,000,000 for 1923 Daily Press Advertising Supported by Official Statistics — Weeklies Numbered 50 Per Cent Less Than in 1919 Census

UNCLE SAM is now to be introduced in the arena which has grown up around the advertising revenues estimated a few weeks ago by Edward W. Bok in his announcement of prizes in advertising.

Our Uncle is not going to discuss or argue—on any subject. He will just state the facts as he finds them, permitting his audience to draw their own deductions, several of which are available. Not improbably, Uncle Sam's statements will bring comfort to Mr. Bok and confusion to his professional friends who "pooh-poohed" his original estimates.

Uncle Sam's views will shortly be put forward in an official document known as "Census of Manufacturers—1921. Printing and Publishing and Allied Industries," to be sold at five cents the copy to any who apply to the Superintendent of Documents, Government Printing Office, Washington, D. C.

The report is not yet printed, but EDITOR & PUBLISHER has inspected proof sheets, and is able to present some data, subject to slight revisions before the report is issued. It is understood that the major figures are correct.

According to the census, the total value of newspaper advertising during the calendar year 1921 was $521,685,483.

This revenue was earned by all classes of newspapers—daily, Sunday, weekly, tri-weekly, and semi-weekly.

The total value of other periodical advertising was $155,301,227 in 1921.

Mr. Bok, it will be recalled, estimated newspaper advertising at $600,000,000 and general magazine advertising at $150,000,000, trade paper advertising at $70,000,000 and farm papers at $27,000,000.

His figures, it has been stated, were based upon advertising expenditures made during the boom year of 1919, the totals for which will probably be exceeded by the 1923 volume.

EDITOR & PUBLISHER estimated the 1923 volume of newspaper advertising, excluding business papers, foreign language papers and college dailies, at $570,000,000. This estimate appeared in the issue of August 25, in connection with the tabulation of newspaper advertising lineage for the period January-June, 1923, and was conservative.

The present year's newspaper business shows an advance of from 20 to 25 per cent over 1921, the census year. Taking the smaller figure, the census total would be augmented to $626,022,579 for all daily and all other newspapers.

While the census does not classify the advertising revenues of the various classes of publications, rough estimates can be made of the advertising income of the weeklies, semi-weeklies, tri-weeklies and other papers.

Careful estimates of the income of the weeklies places it at about $40,000,000 for 1923. Semi-weeklies have an estimated income of $7,300,000, and tri-weeklies may be said to have taken in $2,200,000. Foreign language papers (daily and Sunday) probably will not exceed $5,000,000, while the income of college papers and the scattered small business dailies which EDITOR & PUBLISHER has not listed, may be called negligible in the grand total.

All of these deductions from the estimated total of $626,000,000 would leave it near $570,000,000, the estimate made by EDITOR & PUBLISHER for daily and Sunday papers of general public appeal. And, if the 1923 gain over 1921 is placed at 25 per cent instead of 20 per cent, the estimated total for all newspapers would be about $650,000,000 and the above deductions would place the total for the general daily and Sunday papers at a little less than $600,000,000 for this year.

Turning back to the census figures, the following additional data appear:

The 1921 advertising revenue of all newspapers shows a gain of 39.7 per cent over the 1919 figures, and a gain of 183.5 per cent over the previous census of 1914.

The 1921 advertising revenue of periodicals other than newspapers shows a gain of three-tenths of one per cent over 1919, and of 116.9 per cent over 1914.

Circulation revenues of all newspapers in 1921 totalled $212,635,632, an increase of 10.3 per cent over 1919, and of 113.6 per cent over 1914.

Circulation volume of daily newspapers, excluding Sunday, totalled 33,777,827 copies per issue in 1921, a gain of 2.3 per cent over 1919 and of 17.4 per cent over 1914.

Sunday circulation totalled 20,110,206 per issue in 1921, a gain of 3.8 per cent over 1919 and of 22 per cent over 1914.

Weekly newspaper circulation totalled 20,740,551 copies per issue in 1921, a gain of four-tenths of one per cent over 1919 and a loss of 5.1 per cent from 1914.

Semi-weekly circulation totalled 1,648,356 copies per issue in 1921, a gain of 6.4 per cent over 1919 and a loss of 4.7 per cent from 1914.

Tri-weekly circulation totalled 523,872 in 1921, a gain of 6.4 per cent over 1919 and a loss of 4.7 per cent from 1914.

Circulation revenues of periodicals other than newspapers totalled $115,647,913, in 1921, a gain of 35.8 per cent over 1919, and of 80.6 per cent over 1914.

Circulations of weekly periodicals other than newspapers totalled 23,090,406 in 1921, a loss of 25.9 per cent from 1919.

Circulations of monthly periodicals totalled 83,954,144 in 1921, a loss of 8.4 per cent from 1919 and a gain of 6 per cent over 1914.

Circulations of quarterly periodicals in 1921 totalled 21,978,216, a gain of 16.2 per cent over 1919 and of 16.6 per cent over 1914.

Circulation of all other classes of periodicals totalled 6,962,012 in 1921, a gain of 37.4 per cent over 1919 and a loss of 22 per cent from 1914.

In the tables showing the numbers of the various classes of publications, the heavy mortality among weekly newspapers stands prominent.

These newspapers, which included 13,793 in 1914, and 12,145 in 1919, dropped to 6,059, or less than half their 1919 roster, in 1921. Despite this tremendous absorption movement, their circulations, as noted above, showed a slight gain over 1919 and a trifling loss from their 1914 mark.

Weekly periodicals, other than newspapers, were also hard hit during this period, their ranks shrinking from 1,379 in 1914, to 1,230 in 1919, and to 995 in 1921. Their circulations, unlike the newspapers, showed a corresponding decrease.

Daily newspapers, whose circulations showed a steady gain, nevertheless decreased in numbers from 2,580 in 1914, to 2,441 in 1919, and to 2,344 in 1921.

Sunday newspapers, also circulation gainers, dropped in numbers from 571 in 1914, 604 in 1919, to 537 in 1921.

It might be here noted that EDITOR & PUBLISHER listed 536 Sunday papers during 1921. This almost perfect state of agreement does not prevail in the daily field, the Government listing many small dailies appealing to a limited group while EDITOR & PUBLISHER has taken only those with a general appeal.

Tri-weeklies numbered 85 in 1921, a gain of 1 over 1914, and a loss of 8 from 1919.

Semi-weeklies were 423 in 1921, against 452 in 1919 and 583 in 1914.

Monthly periodicals totalled 1,907 in 1921, against 2,647 in 1919 and 2,822 in 1914.

Quarterlies in 1921 numbered 515, against 489 in 1919 and 500 in 1914.

Foreign language dailies numbered 146 in 1921, against 154 in 1919 and 160 in 1914. Their 1921 circulation totalled 2,418,823, a loss of 10.8 per cent from 1919 and of 6.9 per cent from 1914.

Periodicals other than newspapers are divided by the census into classes as follows:

Agriculture, horticulture, stock raising, etc.	232
Amusements	79
Education	249
Fraternal	190
Labor	171
News, comments, general literature, fiction	223
Religion	1,066
Trade Journals	1,066
All others	471

Further extracts from the report and deductions therefrom will appear in an early issue.

MEDICAL EDITORS MEET

Discuss Technical and Editorial Problems at Chicago Convention

Medical editors from all parts of the country were in attendance at the 54th annual meeting of the American Medical Editors' Association in the Auditorium Hotel, Chicago, Oct. 25 and 26.

There were about thirty editors at the various sessions. Talks on technical and editorial subjects were made by leaders in the various branches.

"The medical press should always work for the best interests of the public and the profession," Dr. H. J. Archard, of the American Journal of Clinical Medicine, Chicago, told the meeting.

"With the narcotic acts, the Volstead act, and the Sheppard-Towner act, as well as other tendencies for more laws affecting the work of the medical profession, the medical press has a great work in helping counteract the various agencies hostile to the profession."

Dr. Henry O. Marcy, of the Annals of Anatomy and Surgery, Boston, one of the oldest practicing physicians in the United States, reviewed the work of the medical press for the past fifty years, enlivening his talk with reminiscences of the past. Dr. Marcy is 85 years old.

Another talk was made by Dr. O. F. Maxon, Springfield, Ill., medical director of the Franklin Life Insurance Company. Dr. Maxon told how the publication of vital statistics from life insurance companies was proving of great benefit to the medical profession and the public as well.

REPORTERS DINE McNAMEE

Washington Men Say Farewell to U. S. S. Tennessee Captain

Captain Luke McNamee, director of the navy intelligence division for the past two years, was the guest of a group of Washington correspondents at a dinner last Thursday night.

Captain McNamee has been assigned to the fleet in command of the battleship Tennessee, and the newspaper men who honored him on the eve of his departure from Washington, were the correspondents who covered the naval maneuvers off Panama last winter.

Those present at the dinner were: Lieutenant John Heffernan, of the press relations section of the Navy Department; Theodore Joslin, Boston Transcript; Carter Field, New York Tribune; A. J. Montgomery, New York Herald; Robert Choate, Boston Herald; Theodore A. Huntley, Pittsburgh Post; Arthur S. Henning, Chicago Tribune; Hal H. Smith, New York Times; Frank Conner, New York World; James West, Associated Press; Kenneth Clark, International News Service; Leo McClatchy, Sacramento Bee, and W. H. Porterfield, Scripps-Howard Alliance.

Cooper Wins Editorial Golf Title

Fred B. Cooper, editor of the Topeka (Kan.) Construction News, pulled down the editorial golf championship of Kansas for the fifth consecutive time when he defeated Griffith Bonner of the Topeka Capital in the annual editorial tournament at Junction City, Oct. 17. Cooper defeated Bonner two up in an eighteen-hole match that went the entire distance. Cooper scored 84 and Bonner 86.

PRESS-HERALD MOVES TO NEW HOME

Portland (Me.) Paper Forsakes Leased Quarters for Modern Seven-Story Structure in Financial District

Last Sunday was moving day with the Portland (Me.) Press Herald. The paper moved into its permanent home in a new seven-story block, erected by its owners and facing on Federal, Exchange and Market streets, close by City Hall the Federal buildings and the financial district.

The new Press Herald building is said by experts to be the finest newspaper plant of its size in New England. The paper has been located in Monument Square in leased quarters in the Press Building since its birth 23 months ago from a merger of the Portland Daily Press and the Portland Herald, formerly the Daily Eastern Argus.

The change was made after the Sunday edition had cleared a few hours after midnight. All arrangements were made in advance for the transportation of the bulky linotype machines and other paraphernalia of the composing room under the direction of Frank K. Barnes, the veteran mechanical superintendent, in order that all might be installed in the new location in time to put out the three regular editions early Monday morning.

Two veteran newspapermen went with the Press Herald to its new home. They are Thomas L. Haskell, the marine reporter, who last April completed 66 years of continuous service as a Portland newspaper man, and is believed to be the oldest active reporter in the United States, and F. K. Barnes, the mechanical superintendent, who has seen 54 years of continuous service in the composing room of the Press and the Press Herald.

Another veteran is the editor, Colonel Harry M. Bigelow, who has been connected with the Press and the Press Herald for more than 30 years, and for more than a score of years as editor.

The paper's new home is fireproof, of the most modern construction, and is faced with grey brick. Located on three streets, it has an abundance of natural light from three sides.

The composing room occupies the entire third floor, and is fitted with many modern conveniences. The editorial rooms and library are on the second floor, while the advertising and circulation departments and the executive offices are on the first floor.

The mailing room and the press room, with a new 64-page Hoe press are in the basement, as is the stereotyping department. In the sub-basement, 25 feet under ground, is the heating plant. Ample storage room also is provided there for ten cars of newsprint. The building has two fast elevators.

Originally the block was planned as a six-story structure, but the demand for office room was so great it was made seven stories, the upper four floors being devoted to offices.

The Press, one of the merged papers, dated back to 1862, while the Portland Herald, although less than a year old, was a continuation of the Daily Eastern Argus, which was the oldest daily newspaper east of the Connecticut river, having a continuous existence since 1803. Only one edition was printed then. Now there are three, the State, York County and city editions. The Sunday edition recently has been developed, with Lieut. Donald B. McGrew, a former Chicago newspaper man, as editor.

Dormitory Named for Mrs. Hanson

Victor H. Hanson, publisher of the Birmingham News and Montgomery Advertiser has given $10,000 as the nucleus of a fund to build a new dormitory for the Woman's College of Alabama, located at Montgomery, Ala. The new dormitory is to be named "Weenonah Hanson Hall" as a tribute to Mr. Hanson's wife, An additional $50,000 was raised by the citizens of Montgomery.

HAWAII'S GOVERNOR VISITS NEW YORK

Hon. Wallace R. Farrington Discusses Island Affairs While en Route to Old Home in Maine

The Hon. Wallace R. Farrington, Governor of Hawaii, and prior to his appointment, publisher of the Honolulu Star-Bulletin, the Islands' biggest afternoon newspaper, was guest of honor at the Union League Club, New York City, on Wednesday, at a luncheon given by Herbert L. Bridgeman, business manager of the Brooklyn Standard-Union, who is also a Regent of the State of New York.

Gov. W. R. Farrington

Governor Farrington was also a guest of the New York newspaper publishers at the regular weekly luncheon meeting at the Hardware Club on Friday.

To a representative of the Editor & Publisher, he said: "I have been attending the meetings of the Governors at West Baden and the conference of the Governors with the President at Washington. I have also been in conference with the Secretary of the Interior with respect to some important territorial affairs. I am in New York for just a day or two en route to my old home, Portland, Me., where I am to address the Kiwanis Club on Saturday.

"I am a regular reader of Editor & Publisher, you know. It is a mighty good paper, too. I like it immensely. Your readers may be interested to learn that since 1900 the Territorial Government and its people have paid into the Treasury of the United States more than 105,000,000; whereas, the Government of the United States has expended in that period in Hawaii just about 21,000,000, and that total includes the $4,000,000 indebtedness assumed at the time of annexation. So you see the Territory is not, and never has been, a financial burden to our Government. The Army and the Navy establishment in Hawaii is not there for the protection of the people of the Islands, but rather primarily, as a safe-guard and a protection to the people of the main land.

"We are hoping that through a proper interpretation of existing legislation, we may be given our rightful share in present general appropriations for the improvement of highways, education, etc. We are planning to spend something over $2,000,000 on highway improvement, and if we were accorded the same rights and privileges enjoyed by the States—and my judgment is that under the existing law, we are entitled to such consideration—we would receive from the Federal Government for the building of roads approximately $375,000. This would aid us in the development of our boulevard system around the Islands of Oahu and aid in the completion of the highway from Hilo to the volcano, a part of the national park development on the Island of Hawaii where the volcano of Kileau is located.

"We want our fellow citizens of the mainland to remember that Hawaii has always paid into the Federal Treasury the internal revenue and customs duties paid by citizens of the several States. Hawaii bears all the financial burdens of a State. In 1921 its internal revenue payments totalled $20,000,000, an amount greater than paid by any one of some seventeen States of the Union.

"The Islands are in a satisfactory condition, business is good, and the newspapers are of a high standard."

Governor Farrington's son, who has been for several years a member of the Washington Bureau of the Philadelphia Public Ledger is returning to the Islands with the Governor about the middle of November to accept a position in the News Department of the Star-Bulletin.

TALLEY GOES TO N. Y. HERALD

Becomes Rotogravure Editor—Picture Section Now Sixteen Pages

For the first time in its history, the New York Herald has a rotogravure editor, and V. W. Talley, for the past five years assistant rotogravure editor of the New York Times, was this week appointed to the position.

Coincident with the appointment, Edwin S. Friendly, business manager of the Herald, announced the Rotogravure Section would be increased eight pages in size, bringing the total to 16 pages.

Talley started newspaper work as a reporter on the Joplin (Mo.) News-Herald. Later he was with the St. Louis Post-Dispatch and was at one time assistant night editor of the New York Herald, leaving to assume the position of assistant rotogravure editor on the Times.

FORTY YEARS IN FIELD

Inland Printer Issues Anniversary Number in October

A special 212-page anniversary edition of the Inland Printer, marking the 40th year of publication, was issued in October.

A feature of the edition was a facsimile reproduction of the entire first issue of the magazine which appeared in Chicago, October, 1883, published by Henry O. Shepard and edited by Andrew Cameron.

Special articles review the growth of the printing industry during the past four decades, as well as the improvement which has taken place in the conditions of workers in the profession.

The edition carries the advertising of printing plants in all parts of the country.

The anniversary number was compiled under the direction of Harry Hillman, editor.

Chenery Is Sun and Globe "M.E."

W. L. Chenery, formerly associate editor of the New York Globe, has been appointed managing editor of the New York Sun and Globe, succeeding Keats Speed, who has returned to the managing editor's desk of the New York Herald. Chenery has been an active newspaper man since 1899, and was for a while connected with the Hearst organization at Atlanta and New York. In Chicago he was connected with the Chicago Post.

New Bedford Sun Succeeds Times

The New Bedford (Mass.) Sun has succeeded the Times in that city, the first issue appearing on the streets, Saturday, Oct. 27. It is announced as an independent paper, whose organization includes none of the personnel formerly connected with the Times. John Lysle is the publisher, and Arthur B. Sherman managing editor. Other members of the executive staff are: S. Victor D'Unger, city editor; F. Hamilton, telegraph editor; Theodore Edson, business and circulation manager; John A. Kelley, advertising manager.

Press-Guardian Advertises Paterson

"Paterson in Pictures" is the title of a large book just published by the Paterson (N. J.) Press-Guardian. Introducing the book the newspaper writes it hopes it will prove that Paterson is a city possessing natural and architectural beauty on a par with residential towns of the east. The book aims to show the type of homes reached by the Press-Guardian.

Offers Special Sales Service

The Sioux City (Ia.) Tribune is now offering a special service to its patrons wishing to buy and sell businesses. This service will protect its readers from unscrupulous business opportunity dealers and agents. The service will include a full investigation into the record of the responsibility of the advertiser.

LUCKY STRIKE COUPON ADS STIR NEW YORK

Publishers Feared Raids on Stands—All Papers to Be Used In "Tax Free" Full Page Sampling Campaign

A sensational sampling advertising campaign was staged Oct. 30, 31, in New York City, through use of metropolitan newspapers, by the American Tobacco Company, Inc., for Lucky Strike cigarettes.

Having previously been worked with success, according to the advertiser's claim, in Worcester, Mass., and Troy and Albany, N. Y., the campaign calls for eventual use of every daily newspaper in the United States.

The advertisement in the newspaper takes a full page of space and runs a coupon, entitling the bearer to purchase Lucky Strike cigarettes on the two dates of appearance "Tax Free" or for nine cents instead of the usual fifteen.

Business managers of New York newspapers at first hesitated to sell the space, chiefly because of a misunderstanding that the coupon could be clipped and turned in for cash. This misunderstanding lead newspaper dealers to send in orders for hundreds of thousands of extra copies. It was feared the newspapers would be sold in bulk for the purpose of securing the coupon, and that regular readers would be deprived of their copies.

Agreement was finally reached, however, at a meeting of the business managers and representatives of the advertising agency handling the account, that newspapers would not increase their circulations on the days the copy was to appear and insertion of a clause on the coupon to the effect the number of coupons redeemable would be limited to the number of cigarettes purchased by the retail dealers from their jobbers for the "tax free plan." The newspapers further made the drastic threat that newsdealers selling papers Oct. 30 and 31, in bulk, would be cut off from future supply.

The New York Times, of all the metropolitan dailies, persisted in the fear the stands would be raided, and refused to run the copy with the coupon attached. Eventually the advertisement did not appear in the Times at all.

All other newspapers placed inspectors at important stands, and reported no raids occurred.

The idea of playing up the tax angle was in itself a human interest feature, attracting considerable attention. The ordinary layman is unacquainted with the fact that 6 cents on every package of cigarettes goes to the government.

The New York newspaper advertising and business managers, with the exception of the Times, were agreed in praise of the copy. The final arrangements made for handling the campaign, they said, offered no loopholes for illegitimate practices.

The American Tobacco Company preceded appearance of the advertisement by sending 125 of their own salesmen to New York and canvassing all retail tobacco dealers. These men were in the field a week, and information secured by Editor & Publisher was that 90 per cent of the stores featured the sale by window displays. In every case where the campaign had been tried, it was learned, a large percentage of the coupons were redeemed, and the plan was carefully safeguarded so that all coupons were legitimate, and came, in the majority of cases, from potential customers.

What was considered an impossibility—that of handing out free samples of the cigarettes—was surmounted by introducing into the advertisement the idea of receiving the packages of cigarettes without payment of the government tax of 6 cents.

The clause to the Retail Tobacco Dealer inserted in the coupon read in full:

"This coupon must be redeemed by you through your jobber within one week from the above date (Oct. 30 or 31). Redemption will be made only from dealers engaged regularly in the business of selling cigarettes and who have accepted coupons from consumers.

"The number of coupons you can thus redeem is limited to the number of packages of Lucky Strike cigarettes you purchased from your jobber for this tax free plan."

Lord & Thomas, advertising agency, it is understood, is handling only this one advertisement for the American Tobacco Company, Williams & Cunningham continuing with the regular account.

JOURNALISM DISCUSSED

Lee Addresses American Management Meeting in New York

Editorial sessions of the American Management Association convention were held Oct. 29 in New York. Martin L. Pierce, research and promotion manager of the Hoover Company, presided.

James Melvin Lee, director Department of Journalism, New York University, and regular contributor to Editor & Publisher, spoke on "The Fundamentals of Journalism."

Other speakers included: D. C. Vandercook, editor Home Study Talks, International Correspondence Schools, Scranton, Pa., and Earnest Augustus, editor of Mead Co-operation, the Mead Pulp and Paper Company.

Luncheon was served at the Newspaper Club.

EXPECT RECORD PRODUCTION

Canadian Newsprint for September Shows Big Increase

Production of newsprint paper by Canadian mills during nine months ending September amounted to 944,820 tons, according to a statement issued by the Canadian Pulp and Paper Association. In the same period of 1922 production was 799,373 tons and in the whole of 1922, 1,081,364 tons. If the same level of production is maintained to the end of the year, the total will be more than 1,250,000 tons, the largest on record.

Exports to the end of September amounted to 839,222 tons, or practically 90 per cent of the output. Of this, 821,788 tons went to the United States, or 97 per cent of total exports. The remaining 17,434 tons were distributed mainly in New Zealand, Australia and South Africa.

The value of exports of newsprint was $63,277,966 for nine months of 1923, and $49,689,864 for nine months of 1922.

Many Study Paper Making

About 500 men in the United States and Canada are today taking instruction courses in the manufacture of pulp and paper, it was announced at the joint meeting of the Technical Association of the Pulp and Paper Industry and the Northwestern Division of the Paper Mill Superintendents, held at Appleton, Wis., recently.

Ad Club Speakers Active

Three thousand speakers, all business men, were offered Advertising Clubs all over the country, during the last fiscal year through the Speakers' Bureau of the Associated Advertising Clubs of the World. These men comprised presidents, vice-presidents, general managers, sales managers and other important executives.

Hughes Opens New York Office

Walter I. Hughes has opened offices in New York as an adviser on circulation problems. Mr. Hughes was formerly circulation and promotion manager of McCall's and Hearst's International, both of New York.

Special Twelve-Page Ad Section

The Louisville (Ky.) Courier-Journal of Oct. 28 carried a special "Brown Hotel Pictorial Section," consisting of 12 pages of picture advertising, bought by the hotel and local and national advertisers, whose products were used in the building or furnishing of the new Brown Hotel.

NETTLETON OF OKLAHOMA U. WINS QUILL ETHICS PRIZE CONTEST

McNally, University of Iowa, and Reck, Iowa State, Take Second and Third In Essay Contest for Sigma Delta Chi Undergraduates

TULLEY NETTLETON, a member of the University of Oklahoma chapter of Sigma Delta Chi, national honorary journalistic fraternity, with an essay on "Should Newspapers Print What Their Editors Think the Public Wants. Or What the Editors Think the Public Should Read," won first prize in the $150 prize contest sponsored by The Quill, official publication of the fraternity.

Sherman J. McNally, of the University of Iowa chapter, won second prize, while Franklin M. Reck, Iowa State College chapter, won third.

The contest provided for awards of a first prize of $75, second prize of $50, and a third prize of $25 for the best essays by undergraduate Sigma Delta Chis on any one of the following subjects: News Suppression—Right and Wrong; Accuracy in News vs. Editorializing; Triviality in the News vs. Local Interest; How Far Should the Editorial Page Be Made an Open Forum; and, Should Newspapers Publish What Their Editors Think the Public Wants, Or What the Editors Think the Public Should Read? The essays were limited to 1,100 words. The contest was open to members of all chapters of the fraternity.

The judges were James Wright Brown, editor of the EDITOR & PUBLISHER; George F. Pierrot, national treasurer and assistant managing editor of The American Boy, and Paul E. Flagg, of the Kansas City Journal. The awards to Nettleton, McNally, and Reck were practically unanimous.

The contest prize money was donated by Ward A. Neff, national president of Sigma Delta Chi.

The prize winners, at the time their essays were written, were attending college. Nettleton and McNally, however, were graduated last June, the former going to the Daily Oklahoman, the latter to the Des Moines Register. Reck resumed his studies at Iowa State College, Ames, Ia., this fall.

The winning essays, printed in full, follow:

WINNER OF FIRST PRIZE

SHOULD newspapers publish what their editors think the public wants, or what the editors think the public should read? To speak in a paradox, the answer is: *Yes.* Yes, the editor should *think* what the public wants and should *think* what the public ought to read.

Newspapers should publish what the public wants *and* what it ought to read, both in one. Every story, if it is to be real news, must fill both qualifications; it must be what people want to read or they will not read it; it must be what people should read or they might as well not read it.

The plight of most editors is the plight of Stephen Leacock in his attempt to answer his own puzzle, "Can you fold a square piece of paper in such a way that with a single fold it forms a pentagon?" His solution was, "Yes, if I knew what a pentagon was."

Many an editor would print the best of what the public wants if he were sure he knew what it wanted. So he must mentally inquire what it really wants.

Try as you may to say what the reading public desires by estimates of how many readers ask trash and how many ask quality—separating the sheep from the goats—you get nowhere. They defy your classification. And why? Because the line of demarcation between good tastes and evil tastes is not a line between reader and reader, but a line through the middle of every individual one. Your question is not so much, "Which reader will you appeal to?" as it is, "Which side of your reader will you appeal to?"

To be sure your public displays a craving for sensation, ink splashes, fireworks, controversies, inquisitions, prize fights, jungle terrors, lynchings, blood, stolen sweets, confessions of adulterers, bolshevism, bomb plots, thrills. But are those its real, ultimate, intelligent wants? Baby wants the pretty red poker, but he won't love you for letting him touch it. A man may want to take money from his employer's cash register, but he wants even more to retain his good name, and he stays honest; the latter is his real desire. A girl may want the thrill of illicit amours, but she wants even more the joys of the real home that may be hers, and she keeps straight; the latter is her real desire. A reader may want excitement and sensualism, but he wants even more the satisfaction of having got something out of what he has read; that is his ultimate, intelligent, real want.

The editor's question is, Which are the impulsive, the unintelligent news wants and which are the ultimate, the intelligent news wants?

The sensationalist says, "Listen to what people talk about if you want to find out what news is." Yet if we grant that sensational stuff makes talk, the purpose of a newspaper is not alone to give people something to talk about; it is to give them something to think about. The paper that stimulates thought is carrying more news than the one that merely stimulates talk.

The taste for good news has to be awakened. A man would never know he liked turkey if he never had a chance to taste turkey. When you try to say what a man wants, you have to read his thoughts, oftentimes his barely, half-conscious thoughts. How shall we get at a man's better news desires unless we read his sub-conscious better motives and offer him a meal of constructive news? Though the public wants a lot of other things, too, the public does want what it should read.

Many an editor has forsaken his actual ideals and turned cynic in thinking to "give the public what it wanted," when he could more truly have served his public in catering to its intelligent instead of its animal appetites. Other editors have leaned backward in their effort to maintain dignity, thinking to give the public "what it should read." They must question themselves what the public really needs to read.

To distinguish the real or intelligent wants of readers does not mean to cut out everything that is attractive, appealing or light. News that entertains performs a purpose when it gives men a refreshed, sympathetic, optimistic view of their fellow beings, just as news that informs fills its purpose when it gives men an intelligent, accurate, reliable view of their surroundings. It is when feature stuff depraves instead of entertains, just as when straight news informs falsely or not at all, that such matter becomes objectionable. If the story you have is cake—that is, if it is really rich with human appeal—serve it on a cake platter, and make no apologies for the fact that it is not bread. Clean feature and human interest material have their place which no one will deny them.

Perhaps the people want to eat their cake when the editor thinks they should save it, but ethics does not necessarily demand he should start a cake conservation campaign. The reasonable thing to do with cake is to eat it. Try to keep it, and it gets stale. It is up to the public to learn that cake will not fill the place of beefsteak.

Perhaps there is a difference between what the editor thinks the public needs to read and what the public actually needs to read. The editor who damns the public for not reading just what *he thinks* it should read is as much mistaken as is the editor who lowers his standards to what *he thinks* the public wants.

The editor must judge which are the real, intelligent, healthy cravings of his readers in the light of what he knows they should read. Whether the things he thinks they need to read are the things they actually need to read he must judge in the light of what they show a normal appetite for.

No newspaper is large enough to give its readers everything they *want,* nor is any newspaper comprehensive enough to print everything they *ought to read,* but any newspaper does have news resources enough to win and hold the attention of its readers by devoting itself wholly to the news which falls within the overlapping of the two requirements, that news which is at the same time the thing the public *wants* and the thing it *needs.*

TULLY NETTLETON

By MRS. RUTH SPRAGUE NETTLETON
THETA SIGMA PHI

The newspaper life has claimed Tully Nettleton since childhood. His nursery was a Kansas printshop where his father and mother set type side by side for a semi-weekly paper which his father edited. In high school at Muskogee, Okla., he studied to be a chemist, but pushed into the editorship of the high school annual. At college he planned to make debating his activity, but a week before the tryouts he was offered a job on the staff of the school paper and took it.

TULLY NETTLETON

He obtained his first real experience in newspaper work immediately after he graduated from high school when he broke in on the Muskogee Times-Democrat and worked for a year and a half before going to the university. He later reported for two summers on the Okmulgee Times.

In the fall of 1918, Nettleton entered the University of Oklahoma, where he not only took part in the journalistic work, but every phase of school activity, and was classed among the leaders of the student body. He worked on the school paper for three years and was elected editor during his junior year. In his senior year he worked up a style book, which is now being printed as a university bulletin and will be used as the style book for the paper in the future.

After graduating in June, 1923, with a bachelor of arts degree and a certificate in journalism, he immediately began work on the Daily Oklahoman, where he is now assistant city editor.

During his university career he took an active part in club work and fraternal organizations and is a member of the following: Sigma Delta Chi, journalistic fraternity, president in 1923; Delta Tau Delta, social fraternity; Phi Beta Kappa, national scholastic fraternity; Pe-et, senior honor society, and several minor clubs and organizations.

Nettleton's plans for the future are hinted in the fact that he majored in government along with his journalism course in the university, thus preparing for a possible career as a writer on governmental administration.

FRANKLIN M. RECK

Franklin M. Reck, winner of the third prize, is a Federal Board student at Iowa State College. He enlisted in the Pennsylvania National Guard, later the 28th Division, in Philadelphia on April 23, 1917, while he was a student at the University of Pennsylvania. He sailed for France on April 30, as a sergeant in the 110th Infantry. In the latter part of June he was put in the reserve lines back of Chateau Thierry and from then on for the next six months he was in the fighting. At Langres he became a second lieutenant.

FRANKLIN M. RECK

A regimental order reads that he participated in the Champagne-Marne defensive (the last German drive on Paris in July, 1918), the Aisne-Marne offensive (the Chateau Thierry drive), and the Meuse-Argonne offensive.

Reck entered the Iowa State College in the fall of 1921. He is a member of the Delta Tau Delta social fraternity. He is at present president of the Iowa State Chapter of Sigma Delta Chi. His writing finds expression on the Iowa Agriculturalist, the Iowa State Student, and the Green Gander.

He writes: "In common with most vets I have been periodically assailed, since the armistice, with an insatiable restlessness. When the war ended, everything seemed to become flat and stale. In the newspaper game I expect to find the nearest thing to the tenseness and camaraderie of the days of the service. My future plans, then, are to find and develop for myself a sense of fellowship with those who combat the wolf with the typewriter."

WINNER OF SECOND PRIZE

THERE seems to be a tendency in American journalism, especially in mid-Western newspapers, to blur the line which divides news stories from editorials; to let down the bars, so to speak, and allow editorial comment to gambol through the news columns. This tendency, for a good many reasons, should be discouraged.

In the first place, editors who allow opinion to be mingled with news stories are losing sight of an obligation they owe their readers—the obligation to tell what happened. The man who reads a news article is entitled to have the facts, stated impartially and concisely. Predictions and conclusions drawn from facts, guesses as to cause and effect, are not news, and should be entirely excluded from the news columns.

"Coloring" news or expressing opinion in news stories amounts to nothing less than a distortion of the truth. It is the duty of every newspaper to tell what

(*Continued on page* 36)

SHERMAN J. McNALLY

Sherman James McNally, winner of the second prize, graduated in June from the State University of Iowa. He majored in the English department, and last winter was elected to Phi Beta Kappa.

SHERMAN J. McNALLY

During the last year of his college course he wrote a column for the editorial page of the Daily Iowan, the student newspaper. He also was an editorial contributor.

McNally is now a reporter on the Des Moines Register. He intends to stick to the writing end of the newspaper game, and has hopes some day, so he says, of inveigling a metropolitan daily into hiring him as a columnist.

OMAHA COAL RETAILERS FORESTALL "PROFITEER" CRIES WITH ADS

Co-operative Paid Space Campaign Sells Good Will by Stating Frankly to the Public the Basis for Prevailing High Prices

By HAMMOND EDWARD FRANKLIN

THE open season for "panning" the coal man has arrived.

Just about now he is "in" for as severe a general roasting on the part of the public everywhere as any one individual in the community has to undergo.

"Robber! Hold-up artist! Profiteer!" represent but the mildest of epithets which are passing around the evening family supper table when the subject of "black diamonds" and the local alleged coal "baron" come up for discussion. Coal is bought because it is at present necessary,—but begrudgingly—and the public has a hunch that it is the "goat."

The coal dealer to some degree has only himself to blame for this unhappy and unfortunate condition. As a class, retail dealers, wholesalers and mine operators have shown all too little desire to take the public into their confidence in frank, above-board fashion. There have been occasional "dry" and lengthy statements published in paid space during strike controversies, but, as a class, members of the coal trade have failed to educate the public to the facts.

The "man on the street" is a pretty decent chap if you act on the level with him. Give him the real facts about an industry, and some of his preconceived mistaken notions fade and he becomes more tolerant. Keep him in the dark and some day he rebels. In the last analysis it is that which goes on in the minds of the average people of the country which settles public questions, the fate of industries and the failure or success of almost all products.

Because the public lacked the true information as to "what was what," the coal dealers of Omaha, Neb., have been finding it worth while to conduct a co-operative newspaper campaign to teach the consumers in their section facts they never appreciated about coal and the coal business, particularly as regards prices to the consumer.

James A. Austin, advertising manager of the Omaha Bee, had much to do with the success of this campaign, which started Aug. 1, and just recently closed after a run of three months.

It was while starting some advertising for a single retailer that it became plain to Mr. Austin that a co-operative effort was the logical move. He temporarily laid aside his other work, went out among the coal dealers with the ideas he had in mind and secured their viewpoint.

"I wanted to get dealers' views of coal conditions in Omaha," Mr. Austin commented the other day. "I laid the idea before them something like this:

"'The people of Omaha think the coal dealers of this district are the biggest profiteers in the country. Now, what we want is to run an educational campaign to teach the consumers that profits in the retail coal business actually are less than they should be. You people have no secrets—why not put your facts in your advertising?'

"I turned down about two dozen three or four inch advertisements in which the dealer stated that he would sell Illinois lump coal for $3.65 per ton, f. o. b. mine. A consumer going into the coal yard for a ton of that coal at $3.65 would get angry when he would be told that the cost to him would be over $11 per ton.

"The price of this coal at the mine is $3.65 per ton. Freight to Omaha is $4.10 per ton, unloading costs about $1 per ton and getting it to the consumer costs about $1.20 per ton. The total then is $9.95 without any general overhead figured in.

"After other expenses are added, the total would be close to $11. The customer-to-be would fly out of the yard, loudly proclaiming the dealer in the profiteer class.

"Another idea of this campaign was to show just what makes coal prices and why.

"Take the Pennsylvania anthracite, for instance. Its price at the mine is $8.65 per ton. The freight per ton to Omaha is $8.95. The price of labor for unloading the coal is $1 per ton and cost of getting the coal to the user's bin figures $1.20 per ton. Here's the summary:

Price of coal at mine.....	$8.65
Freight to Omaha	8.95
Unloading	1.00
Delivery to bin.....	1.20
Total	$19.50

"You can readily see how little profit a local coal dealer made net in selling for $20 a ton. The price since has gone to $21 here.

"And that didn't figure in shrinkage, office expense, or other overhead costs. How long would it take him to get rich and retire with this margin of profit? Even in selling at $21 per ton, he certainly didn't deserve to be termed exactly a robber."

The copy ran in large space in the Bee over the name of the "Associated Retailers of Omaha." Without any effort to show coal men as charity seekers—in short, without overdrawing the picture, yet stating facts forcefully and straightforwardly—the advertising gave the public a slant it had never had before on this subject. The series was printed in Sunday issues.

The dealers of the city were divided into three classes, the big fellows in Class A being assessed $125 for the campaign, medium size dealers in Class B being required to pay $75 and the small dealers in Class C being enlisted for $25 or less, all divided into three monthly payments.

A brief reference to several pieces of copy used illustrates how the copy was handled. On September 9, this advertisement appeared in five columns:

"THERE IS A BIG SHRINKAGE IN COAL

"Perhaps you have wondered who pays the bill for the coal that is lost in transit or the 'fine' coal that is screened out before delivery, or the loss that results from transferring coal from railroad cars and bins into the delivery trucks.

"Shrinkage is a real 'cost' item in the retail coal business. Two to four tons per freight car is often the difference in the weights 'billed' and the weights 'received.'

"Your coal dealer must stand these losses.

"Overhead expense in the retail coal business must include 'shrink,' office and yard rents, office supplies, salaries to employes, sales expense, taxes, and a hundred and one other items—and yet the gross margin of profit in the retail coal business is smaller than in any other line of retail business."

The frank spirit of the copy again is reflected in this typical advertisement of the three months' series:

"THERE ARE NO SECRETS

"Seventy-two per cent of the price of a ton of coal at the mines goes to pay mine labor.

In A Crisis Is Priceless

There is not an other commodity upon which all business, the health and comfort of all people depend, as it does with coal.

Think of coal in terms of what it does and you will quickly realize that all other industries fade in importance or are directly dependent upon its regular and steady supply of coal, for their usefulness to the people.

Coal is power—the basis of all industry—the source of all comforts. Its use is universal . . . its loss would be irreparable.

Last year it furnished a livelihood for 750,000 wage earners in the mines. It supplied 168,000,000 tons to the railroads of the country to move their passengers and freight.

It supplied 216,000,000 tons to the industrial and public utilities plants. It supplied 90,000,000 tons to American homes for heating and cooking.

It supplied 385,000 tons to heat Omaha homes.

It represented 77 per cent of the cost of manufacturing power in the steam electricity generating plants of the country. Coal plays such a large part in society that nothing could successfully take its place.

And so we say, Coal in a crisis is priceless, and that its every day value plays a big part in making your happiness, health and job what it is today. Think of Coal in terms of what it does for you.

THE ASSOCIATED RETAILERS of OMAHA

There was a dramatic appeal in the Omaha coal advertisements that commanded attention. The one, shown above, was particularly effective at a critical time in the formation of public opinion on the subject.

There Is a big Shrinkage in coal

Perhaps you have wondered who pays the bill for the coal that is lost in transit or the "fine" coal that is screened out before delivery, or the loss that results from transferring coal from railroad cars and bins into the delivery trucks

Shrinkage is a real "cost" item in the retail coal business. Two to four tons per freight car is often the difference in the weights "billed" and the weights "received."

Your coal dealer must stand these losses

Overhead expense in the retail coal business must include "shrink," office and yard rents, office supplies, salaries to employes, sales expense, taxes and a hundred and one other items—and yet the gross margin of profit in the Retail Coal Business is smaller than that of almost any other line of retail business

THE ASSOCIATED RETAILERS OF OMAHA

Natural losses in the handling of coal were treated separately, as shown in the example above.

"There are but few exceptions in all the coal sold in Omaha where the freight per ton is not greater than the mine price of a ton of coal.

"Anthracite coal from Pennsylvania costs $8.60 loaded in the freight cars at the mine. The freight on this car is $8.95. In this case Pennsylvania anthracite coal laid down at Omaha costs more than 81 per cent of its Omaha selling price.

"Other coals are sold on similar margins by Omaha retailers, yet the retailer who has to pay for handling of distribution, credits, selling expense and absorb the loss by shrinkage. Consider the narrowness of this margin and consider, too, that the coal industry is not on a twelve-month-per-year basis.

"Talk with your retail coal dealer—ask him for the facts about his costs—he will gladly tell you anything you may wish to know. There are no secrets."

An illustration with the copy showed by diagrams that coal freight rates to Omaha figure about 34 per cent of the retail selling price of the ton of coal that 70 per cent of the cost of coal at the time goes for mine labor.

The value of this type of campaign cannot be measured by sales, but rather in the change of feeling on the part of the bulk of a community. Old ideas cannot be dispelled at once, yet there can be no question but that campaigns of this nature make the public reflect and have an invaluable effect on public sentiment.

Fisher to Launch Sports Magazine

Thornton Fisher, until recently sporting editor and cartoonist for the New York World and now broadcasting the Daily Sport Review from WEAF, is about to publish a new weekly sports magazine, Sports Graphic, to be sold at 10c. a copy and distributed by the United Cigar Stores. William L. Roberts, formerly general manager of the James Advertising Agency, and recently on the advertising staff of "Physical Culture," will be associated with him as advertising director with offices at 1800 Times Building, New York City.

Victoria, B. C., Men Form Press Club

Editorial staffs of the two Victoria, B. C., papers, the Times and the Colonist, met informally on Oct. 23, to discuss the formation of a press club. T. H. Wilson, the Times, presided, and a committee was named to secure information regarding the organization of such clubs and make recommendations at a later meeting.

A. B. C. Banquet in Gravure

Large photogravure pictures of the annual banquet of the Audit Bureau of Circulation held in Chicago, Oct. 17, are being distributed to members of the organization by the Chicago Daily News. They were printed by Alco-Gravure, Inc.

New England Boosts London Trip

The New England district of the Associated Advertising Clubs of the World is drawing up a four-page co-operative folder to stimulate interest in the 1924 London convention. C. S. Kauffman, advertising man of Boston, is in charge. New England expects to send 400 delegates to Britain.

UNDAUNTED BY QUAKE LOSSES, TOKYO NEWSPAPERS EMERGE FROM CHAOS

Twelve Out of Thirteen Published Regular Editions Two Weeks After Disaster—Advertising Booms During Reconstruction—Future of Several Publications Uncertain

By JOHN R. MORRIS

(*Far Eastern Editor*, EDITOR & PUBLISHER)

TOKYO, Sept. 23.

UNDISMAYED by the enormous financial losses they suffered in the earthquake and fire of Sept. 1 and 2, and regarding the terrifying catastrophe itself in the impassive fatalistic spirit so characteristic of the Japanese nation, twelve of the thirteen Tokyo newspaper publishers whose plants were destroyed were issuing their regular editions two weeks after the disaster. More than half of them had been issuing extra editions, small sheets printed on hand presses, almost every day since the earthquake.

The Tokyo papers destroyed by fire were the Jiji Shimpo, Asahi Shimbun, Kokumin Shimbun, Yorodzu Choho, Yomiuri Shimbun, Chuo Shimbun, Chugai Shimpo, Yamato Shimbun, Mainichi Shimbun, Niroku Shimbun, Taisei Shimbun, Maiyu Shimbun and Yukon Shimbun. All but the last-named, the Yukon Shimbun, which was a small and relatively unimportant publication, resumed regular publication as soon as temporary printing facilities could be assembled.

The Japan Advertiser, the only American newspaper in Japan, also was burned but will resume publication as soon as a new plant can be obtained. Owing to the fact that the number of linotypes in Japan is exceedingly limited, the assembling of a temporary plant for the production of a newspaper in the English language proved impossible. The necessary equipment is now being rushed from America.

Four Tokyo newspapers were untouched by the fire although they suffered damage to greater or less extent in the earthquake. These are the Hochi Shimbun, the Nichi-Nichi Shimbun, the Miyako Shimbun and the Japan Times & Mail, the last-named an afternoon paper published in the English language but owned by Japanese. The Hochi and Nichi-Nichi resumed publication of their regular editions Sept. 4, the Miyako on Sept. 5. The Japan Times & Mail, circulated typewritten bulletins for two weeks after the earthquake, then resumed regular editions.

Only three newspaper men are known to have been killed in Tokyo, but in Yokohama, where the fires spread more rapidly and the destruction was far greater in proportion of the city's size, many lives were lost among the Japanese newspaper men and every newspaper plant was burned. Three weeks after the earthquake only the Yokohama Boyeki had attempted publication and it was able to issue only a limited number of very small sheets. The other publishers had not indicated whether they would rebuild their establishments.

The Japan Gazette, a British-owned daily, which was the only foreign newspaper published in Yokohama, is not expected to resume publication.

Among the principal Japanese news agencies which lost their Tokyo headquarters in the fire were the Nippon Dempo Tsushin Sha, Teikoku Tsushin, Toho Tsushin, Jiyu Tsushin, and Nihon Tsushin.

The offices of Shimbun Oyobi Shimbunkisha (Newspapers and Newspaper Men) and Nihon-no-Shimbun (Newspapers of Japan) also were destroyed.

The degree of speed and completeness with which the various newspapers of Tokyo published the news of the catastrophe was controlled by the hand of Fate more than by their own enterprise. Enterprise was by no means lacking, and practically every newspaper in the city published fragmentary reports in extra editions issued between the first shock at 11:58 on the morning of Sept. 1, and late that afternoon when the conflagration which had been gaining headway rapidly reached its height. As the flames reached and devoured one plant after another, the occupants were compelled to flee for their lives and the telling of the greatest story in Japanese newspaper history was left for the papers which stood intact after the fire, which raged for two days and nights, at last subsided. During that tense period hand-written bulletins posted as widely as possible throughout the unburned sections of the city constituted the only systematic attempts made to keep the public informed. To do more was impossible. Electricity, gas and water were shut off, and even many of the bulletins posted over the city were burned shortly afterward as the flames continued their ravages.

While the fire still raged in many sections of Tokyo, most of the newspapers which had been burned were being reorganized and plans preparatory to their re-establishment were being made. All the printing machinery and type saved in Tokyo and all that could be obtained in other cities was collected during the two weeks which followed, and in a surprisingly short space of time the old familiar names were being cried by the newsboys who were thick on every corner.

It would be difficult to praise the Japanese newspaper publishers too highly for the resourcefulness they displayed during this period of their temporary reorganization. Tokyo was in a state of the utmost confusion. Mingled with the sadness and sorrow of the great human tragedy were wild rumors of serious political unrest, of the abandonment of Tokyo as the capital of the Empire and of fresh earthquakes more serious than that of Sept. 1. Earthquakes there really were and have been every day for more than three weeks since the fire, but with one or two exceptions they have caused no damage. Furthermore, communication of every kind was hopelessly disorganized. Within the city, neither railways, telegraphs nor telephones were in operation. It was a situation to baffle the most resourceful.

By whatever means could finally be obtained, the Tokyo publishers finally gathered all the available machinery and adapted it to their needs under the most trying circumstances. Establishing their editorial offices wherever cramped floor space could be obtained, they erected their presses in university buildings, offices and in a few cases amidst the ruins of their old plants.

What the rapid re-establishment of the newspapers has meant thus far during the period of confusion which followed the disaster may never be fully appreciated. Without them, the situation in the destroyed area was developing problems with which the authorities were hard pressed to cope. An anti-Korean craze which seized the masses was only one example of the reaction to the general uncertainty for which an absence of reassuring news was responsible.

In some measure the publishers who restored their plants immediately have already been repaid for their great efforts. While their news columns were giving the public the first authentic information it had received regarding the real extent of the tragedy and the probable future of the affected cities, their advertising columns were being crowded by the announcements of firms giving new addresses or advising their customers of their safety. Individuals, too, published personal announcements by the hundreds giving their new addresses for the benefit of their friends. A prominent Tokyo advertising man said almost a week before the end of September that, despite the period during which they were not published at all, the city's newspapers would carry a total advertising lineage for the month at least as great as that during August, the month prior to the earthquake.

It is still, however, much too early to foretell the future of Tokyo newspapers from a business point of view. A few of the leading national advertisers whose headquarters were in the capital have announced their intention to continue their schedules practically without change, while greatly increased business from Osaka and from the United States is anticipated with good reason. Most of the advertising being published here now is purely temporary, and the advertising prospects from a permanent standpoint can hardly be expected to take definite shape until late November.

DAILY FOUNDED AMID RUINS

The founding of the Far East, formerly a weekly, as a daily paper amid the ruins of Tokio within a week after the quake, is told by J. N. Penlington, editor and publisher, in a recent letter to Don Seitz, of the New York World. Penlington at the time of the disaster was connected with the Far East, a weekly, and the Far East Commercial.

"A week after the quake—our printer's being completely burned out—I realized that something must be done, and pending the revival of the weekly and commercial, saw the possibility of starting a modest daily," he writes.

"A very few printing plants in the city survived, but I knew of one and started inquiries. It had been commandeered by the Home Office for the printing of emergency bulletins for posting on telegraph posts, etc. But I knew the English type would be lying idle, so I got busy, saw some of the high officials, including the new Home Minister, Viscount Goto, and permission to use this type was obtained."

A copy of the first issue, printed Sept. 19, was enclosed in the letter. It was of magazine section size, contained 4 pages, three columns to the page, and carried a limited amount of advertising. Pictures showed the devastation wrought by the quake in the heart of Tokio. The price was 5 sen.

"Do not judge it too harshly," Penlington requested, "it is the work of men who know nothing of newspaper work and nothing of English."

He expects to continue daily publication, steadily enlarging and developing the paper.

NEW CLIENT FOR WORLD WIDE

Japan Times Appoints This Association Its American Representative

The Japan Times in Tokio has appointed the World Wide News Association as its American representatives. A letter just received, dated Oct. 1, from S. Sheba, general manager, says:

"Tokyo is not disheartened at all. The people are determined to hasten reconstruction of the city, as well as rehabilitation of its economics. Much material will be needed to rebuild a new Tokyo, and such goods as Japan has been importing from America in the past must be imported in enormous quantities and will naturally give impetus to trade."

The New York office of the World Wide News Association is at 303 Fifth avenue.

Ormsbee of Brooklyn Eagle Dies

Hamilton Ormsbee, aged 69, editorial writer for the Brooklyn Eagle, and a member of the staff for the past 33 years died Nov. 1, at his home in Brooklyn. He was born in Vermont and began his newspaper work on the Rutland Globe, which he edited for a salary of $8 a week. He later went to the Springfield, (Mass.) Republican, and then to New York where he was telegraph editor for the New York Post. He joined the Eagle staff in 1890.

Record Reaches 50-Year Mark

The 50th anniversary of the Wilkes-Barre (Pa.) Record was observed on Oct. 23. Guy M. Moore, manager, has been with the Record for 44 years.

CANADIAN PUBLISHERS ASK POSTAL REFORMS

Petition Postmaster for Abolition of One-eighth Fold Rule, Reduction in Rates, and Other Concessions

A special committee of the Canadian Daily Newspapers Association recently called upon the Postmaster General at Ottawa with a view to obtaining relief from certain postal regulations which interfere with the efficient dispatch of daily newspapers through the mails.

At this conference, held on Oct. 18, the Hon. Charles Murphy, Postmaster General, together with his deputy and also the general superintendent of Postal Service, were present. The committee of publishers included Col. R. F. Parkinson and P. D. Ross, of the Ottawa Journal; W. L. Argue, Toronto Star; J. R. Henderson, Montreal Gazette; George M. McTaggart, Toronto Mail and Empire; Charles Thomas, London Free Press, and Arthur Partridge, manager of the association.

Among the matters discussed, which the Postmaster General has promised to take under advisement, were the following:

At present publishers are required to have their papers "folded to a size of one-eighth of the full double sheet, in order to have them accepted for transmission as second class matter." This entails considerable trouble and expense, and with super-speed presses is becoming a mechanical impossibility. It was pointed out that although a similar regulation obtains in the United States it is apparently not enforced, since American newspapers with a "half-fold" are being delivered to Canadian subscribers through Canadian post offices.

A reduction in rate to allow publishers, especially in Western Canada, to ship newspapers by express in cases where many trains do not carry mail, was asked for. By using the express service it would be possible to reach post offices at certain points twelve hours earlier than could be done by mail.

The prohibition against sending out enlarged Saturday editions as samples was asked to be removed, especially as many publishers have a special subscription price for the Saturday edition only, and should be allowed to send samples of it to prospective subscribers.

Changes in two sections relating to special supplements were strongly urged. It was asked that publishers be permitted to send through the mails magazine supplements published in half size which can now only be distributed in cities or points reached by express. It was also asked that the regulations regarding consecutive paging should be amended so that sections or supplements for an enlarged issue can be printed in advance without relation to the page numbers of the edition they are to accompany; and also to obviate the necessity of "making over" pages which might occupy different positions in morning and evening editions of the paper.

A new interpretation was asked for of a clause which at present prevents publishers from mailing an extra supply of papers to newsdealers, over and above standing orders, at the regular rate. It was pointed out that the dealers require these extra copies in the case of happenings of national or general importance; but rarely have time to order them.

Westerfield on Speaking Tour

Jason Rogers Westerfield, director of publicity of the New York Stock Exchange, left Oct. 29 on a speaking trip which will extend until Nov. 23. He will speak before Rotary and Advertising Clubs, colleges and Chambers of Commerce, at Binghamton, Pittsburgh, Camden, Medina, N. Y., Syracuse, Oswego, Potsdam, Utica, Hudson, N. Y., St. Lawrence University, Canton, N. Y., Lawrence, Mass., and Newton, N. J., and other points which will be decided upon later. In his absence, Robert J. Mulligan, assistant director of publicity of the Exchange, will take over Westerfield's duties.

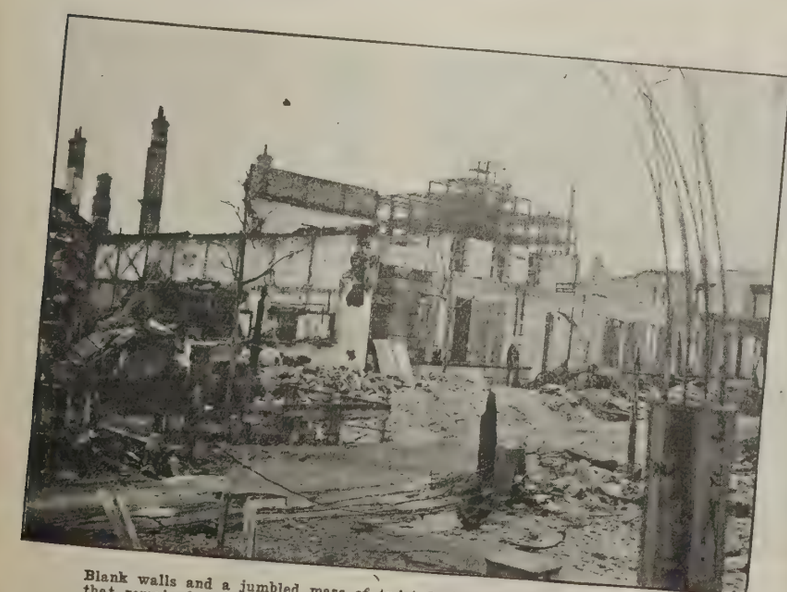
FIRST PICTURES OF QUAKE-STRICKEN JAPAN NEWSPAPERS

Chugai Shogyo was one of the heaviest sufferers in the quake. The wrecked building shown above was nearing completion and would have been ready for occupancy October 15. The paper's old plant was destroyed by fire some time ago.

After the quake, fire swept the modern plant of the Asahi Shimbun and completed the work of destruction. The presses have been rebuilt and that department is again in operation, but it will be some time before other departments can move back into the building.

With the earth still trembling and fire sweeping, the Tokyo Nippon Dempo Tsushin Sha (Japan Telegraph News Agency) continued to function with temporary headquarters in the Imperial Hotel. H. Mitsunaga, the president, who is well known in the United States, is shown in center in dark suit.

Nothing but the skeletons of presses mark the spot where the plant of the Yorodzu Choho once stood. That paper suffered a total loss. It was in the main path of the flames that swept the city.



Blank walls and a jumbled mass of twisted steel and machinery was all that remained of the plant of Jiji Shimpo after the quake and fire had spent their force. No paper, however, came back quicker and they have even resumed their advertising to American merchants in the columns of EDITOR & PUBLISHER.

Where once thundered the voice of American understanding in the Far East. All that remained of the home of the Japan Advertiser, B. W. Fleisher's well known daily. Plans for resuming publication are being rushed, but have not been completed.

TWO LOCAL RATE CARDS THAT PREVENT LEAN DAYS OR SEASONS

One Provides a Basic Rate of 3 Cents Per 1,000 Circulation, Another Puts Attractive Premium on Use of Regular Space

HOW to get a paying rate for local advertising.

How to get a regular income from local advertisers, preventing excessively "fat" days or just as excessively lean days.

J. W. Magers

How to avoid trouble when renewing local advertising at a higher rate.

These are three questions which have kept daily newspaper publishers awake o' nights in many a city.

Two plans have recently come to the attention of Editor & Publisher for meeting these difficulties. Both have been in effect for approximately a year and both are working to the satisfaction of the publishers, and, it is presumed, of the advertisers.

J. M. Stephenson, publisher of the South Bend (Ind.) News-Times, now sells his space at the basic rate of 3 cents per inch per thousand of circulation, with an additional charge of 3 cents for advertisers using the paper three times a week, four cents extra for twice-a-week copy, and five cents extra for once-a-week advertising.

J. W. Magers, president of the Norristown (Pa.) Times-Herald, has adopted a transient rate of 10 cents per agate line, scaled down by steps to 4 cents an agate line on contracts guaranteeing the use of 90 inches per week, or more, for one year. These schedules, based on the use of a definite number of inches each week, are known as "single letter" schedules and are labeled A, B, C, D, and E on the contract blank, Schedule A taking the lowest rate. Other schedules, known as "double letter," AA to EE, provide for the use of a definite amount of space during one year. Thus, an advertiser who guaranteed to use 6 inches a week for a year pays the rate of 7 cents per line, while the advertiser who buys his space to be used as he pleases within the year must contract for 468 inches to secure the same rate. The first comes under Schedule E, the second under Schedule EE, the latter having to take 50 per cent more space to secure the 7-cent rate. The same ratio holds throughout between "single letter" and "double letter" schedules.

"I developed the study," Mr. Magers informed Editor & Publisher, "by taking our Gregorian calendar, the work of Pope Gregory some hundreds of years ago, and which later was adopted in this country in substitution of the Julian Calendar, of 365 days in a year, which indicates the number of days we must eat to survive. Then we deducted from that the 52 Sundays from which an evening newspaper without a Sunday edition has no revenue, and a further deduction of Christmas, Thanksgiving Day and July 4, which brings the total to 310 publication days from which an evening daily, except Sunday, must secure substance to survive 365 days.

"Then I took the history of advertising in this place and found that it was customary, largely because of habit and tradition handed down through the years, to advertise once a week.

"This was for the reason that the daily newspaper business was an outgrowth of the weekly and very little work had been done by my predecessors in this community to scientifically break the weekly habit, and have advertisers learn that every day is a good advertising day. It occurred to me that possibly if I could build up a rate structure predicated on lineage furnished every day, every other day, twice a week, and once a week, I could at least have broken down the habit of advertisers using large space a few weeks in the spring and a few weeks in the fall and winter, and practically no advertising in the summer.

"It will be noted that we sell advertising by the inch, and specify a rate by the line. Growing out of that experience, it developed that, if I could introduce a 'double letter' phase, which you will note on the reverse side of the contract blanks, with a penalty of a space requirement of 50 per cent more for the 'double letter' than the 'single letter,' I might have a better selling talk on the 'single letter.' This has followed.

"I took an average of a number of newspapers in Pennsylvania with about our quantity of circulation, to ascertain the original milline rate, and this rate structure is based on that finding. You will see in the contract blanks that the white blank is used for the 'single letter' and the green contract for the 'double letter.' There is a slight difference in the terminology of the two.

"The plan has worked out very well. It is true that advertisers chafe during the first summer under the obligation to continue to advertise, and several of them appealed to me to shift their contract from a 'single' to a 'double letter,' which I did in every case, dating the contract back to the date of the approval by me, the space for which is in each contract. You will also note that the contracts are tied up very tight and that every contract must bear the president's or treasurer's signature to become valid.

J. M. Stephenson

"Taking it bye and wide, I believe it correct to say that in the short time this contract has been in effect, a number of advertisers have found it to their advantage to distribute their advertising in more days in the year. While at this time I have no means of knowing whether it is the best plan that could be devised, I have not been able to discover any rate structure of other newspapers constituted as we are, which would produce the continuous revenue we are securing from local advertising, and at the same time giving each advertiser the benefit of a schedule calling for a differential according to his contract obligations.

"The foreign advertising rate card conforms to the practice built up in the foreign field, but the rate and space conditions are very similar to the local."

The South Bend News-Times' management is just as enthusiastic regarding its system, which is explained by R. H. McAuliffe, national advertising manager, as follows:

"Our rate of three cents per inch per thousand circulation, which is Mr. Stephenson's idea, has manifold advantages from a publishers' standpoint.

"It constantly impresses upon the mind of the advertiser the fact that circulation is increasing. As the monthly advertising statements are rendered, there is stamped on each one "Our circulation for the month was ————."

"The yearly struggle with advertisers to renew their contracts is done away with, as the contract is permanent. It is an equable contract.

"It is working satisfactorily.

"For advertisers who are in the paper three times a week, three cents is added to the basic rate, twice a week, four cents is added, and once a week, five cents is added.

"No charge is made for odd thousands. For instance, 20,957 would be charged as 20,000."

The News-Times contract reads as follows:

ADVERTISING AGREEMENT

In consideration of a contract rate we hereby agree to use display advertising in the South Bend News-Times on..... of each week and pay for same monthly at the basic rate of 3 cents per inch per 1,000 circulation plus 3 cents if only three (3) insertions a week 4 cents for twice a week—5 cents for once a week.....

(Our average circulation for each month will be stamped on the customer's bill and will later be audited. All circulation books and records are open to advertisers for complete investigation.)

After ten months this contract can be cancelled by either party by giving sixty days written notice to the other party.

It is further understood and agreed that when the circulation of the News-Times shall have reached 25,000 the rate under this contract shall be 2 cents per inch per thousand for each additional thousand.

Accepted

SOUTH BEND NEWS-TIMES

Signed

By .....

The rate schedules of the Norristown Times-Herald are, in detail, as follows:

Local Display—14 agate lines to the inch

Per line

Transient ..... .10

Six inches per week, or more, for one year

May be used either

Schedule E—

One inch every day, two inch every other day, three inches twice a week, or six inches once a week..... .07

Twelve inches per week, or more, for one year

May be used either

Schedule D—

Two inches every day, four inches every other day, six inches twice a week, or twelve inches once a week. .06

Twenty-four inches per week, or more, for one year

May be used either

Schedule C—

Four inches every day, eight inches every other day, twelve inches twice a week, or twenty-four inches one a week ..... .05

Forty-five inches per week, or more, for one year

May be used either

Schedule B—

Seven and one-half inches every day, fifteen inches every other day, twenty-two and one-half inches twice a week, or forty-five inches once a week..... .04½

Ninety inches per week, or more, for one year

May be used either

Schedule A—

Fifteen inches every day, thirty inches every other day, forty-five inches twice a week or ninety inches once a week..... .04

All space used each week to be charged for at the schedule rate contracted for. The HERALD and the TIMES will keep standing the last advertisement run under contracts of above schedules, and in the absence of new copy, the advertiser agrees that the HERALD and the TIMES shall reinsert same until new copy is furnished, as otherwise the advertiser would miss an insertion, thus rendering it impossible for him to conform to the contract.

SCHEDULE EE

468 Inches used in one year as desired by advertiser ..... .07

SCHEDULE DD

936 Inches used in one year as desired by advertiser ..... .06

SCHEDULE CC

1,872 Inches used in one year as desired by advertiser ..... .05

SCHEDULE BB

3,510 Inches used in one year as desired by advertiser ..... .04½

SCHEDULE AA

7,020 Inches used in one year as desired by advertiser ..... .04

EXTRA SPACE PRO RATA

Should an advertiser contract for space under one schedule and use space called for in a lower schedule, the publisher will refund IN CASH the differences in the rate earned at the end of the contract term.

An Ambassador Says Farewell. Left to right, we have Carl Dennewitz, New York Sun, and his Russian wolf hound, Bella; Dr. Drexler, chief of the American section of the Press Department of the German Foreign Office; S. D. Weyer, International News Service; Gus M. Oehm, United Press Associations; Ambassador Wiedfeldt; Joseph Shaplen, New York Tribune; Charles Smith, Associated Press; Cyril Brown, New York Times; John Clayton, Chicago Tribune; Sam Spewack, New York World, and a German Office representative. This reception was held in Berlin just before the ambassador left for the United States on October 14.

BINGHAMTON SUN REORGANIZES

H. J. Fowler, Formerly Auburn (N. Y.) Advertiser Buys An Interest

Reorganization of the staff of the Binghamton (N. Y.) Morning Sun, which for the last two years has been published by former Representative in Congress William H. Hill individually, with the title of editor and publisher, has been completed by the adoption of the name The Binghamton Publishing Company and the purchase by Herbert J. Fowler, formerly connected with the Auburn (N. Y.) Advertiser, of an interest in the paper.

The officers of the company now are: president, William H. Hill; vice-president, Herman R. Southworth, who is confidential secretary to Mr. Hill, and who formerly was business manager of the Sun and previous to that managing editor of the Binghamton Press; secretary and treasurer, Herbert J. Fowler.

Mr. Fowler becomes business manager of the paper, succeeding Guy W. Beardsley, for the last year business manager and editorial writer, while Walter J. Lyon, formerly managing editor, becomes editorial writer and has general supervision of the editorial department. The Sun is now conducting a subscription campaign in which six automobiles will be given as capital prizes at its conclusion Dec. 1.

Crounse Leaves World-Herald

William G. Crounse, vice-president of the World Publishing Company, Omaha, publishers of the World-Herald, and for many years director of circulation and mechanical departments, has resigned and will make his home at Redwood City, Cal. He has been associated with the business of the World-Herald since establishment in 1885.

Early Brings $100,000 Suit

Joseph J. Early, managing editor of the Brooklyn Standard Union has brought suit in the Supreme Court against the Coney Island and Brooklyn Railroad Company and Faultless Service, Inc., asking $100,000 for the loss of his wife, Mrs. Olga Early, who suffered fatal injuries when a trolley car collided with a motor vehicle in June, 1921.

A princess writes the next Chicago Tribune Daily Serial:

The FIR and The PALM

By Princess Bibesco—nee Elizabeth Asquith

PRINCESS BIBESCO

Wife of the Roumanian minister to the U. S.—the daughter of Herbert and Margot Asquith

A REFRESHING story of the loves of a group of people who seem as real as our own families. It does not depend for its interest on devastating action and harassing mystery but on the quieter conflict of emotions and suppressed passions. Exquisitely told by a gifted writer and will, unquestionably, be one of the most talked-of novels of the year.

"He thought she would fling herself into his arms. But she walked calmly away—with another man. . . ."

FICTION LEADERSHIP

HE Chicago Tribune pays enormous prices for the first run work of first class authors, —it advertises Blue Ribbon Fiction extensively, both in its own newspapers and in others. Dealer co-operation is secured in advance. Blue Ribbon means more circulation!

When you buy Blue Ribbon Fiction you participate in the plan that has helped to add 500,000 to The Sunday Tribune's circulation in ten years—promotion material, dealer helps, — sufficient in quantity and appropriate in make up—are yours with the story.

Wire for sample proofs of these two new serials!

BLUE RIBBON FICTION

. . . and now a new Chicago Tribune Weekly Serial:

TO THE STRONG THE FAIR

by Henry C. Rowland

A CHARACTERISTIC Rowland tale of love and adventure, mystery and action. Interest and suspense increase as the story grows. Wire or phone for options, rates, and further details. Blue Ribbon serials mean Leadership!

THE CHICAGO TRIBUNE Newspapers Syndicate

Tribune Plant, Chicago **25 Park Place, New York**

OVERSEAS WRITERS FETE LLOYD GEORGE

Ambassadors, Cabinet Members, and Supreme Court Justices Attend Dinner Given by Washington Writers

More than 100 newspaper men, representing all sections of the country and several foreign nations, broke bread with Lloyd George, Britain's war-time premier, Saturday, Oct. 27, at a dinner given by the Overseas Writers, an organization of Washington correspondents with newspaper service in foreign lands.

In addition to the newspaper men those attending the dinner included Chief Justice Taft of the Supreme Court; Associate Justices McReynolds, Sutherland, Butler and Sanford; Secretaries Weeks, Work, Hoover, Davis; Attorney General Daugherty; Senators Smoot, Borah and Glass; the Ambassadors of Germany, Japan, Chile and Brazil; Henry Getty Chilton, charge d'affaires of Great Britain, and Robert Lansing, former secretary of state.

The distinguished speaker was introduced by Mark Sullivan, chairman of the Overseas Writers. Mr. Lloyd George's discussion of the international situation and affairs in Europe was carried on with the understanding that no reporters were present.

SIR ALFRED COPE SAILS

Managed Lloyd George's Tour Through U. S. and Canada

Sir Alfred Cope, general secretary of the National Liberal party, of Great Britain, who has had charge of all arrangements for the Lloyd George tour of Canada and the United States, sailed for Southampton on Wednesday.

SIR ALFRED COPE

He was the "goat" of the party, as Secretary of Labor Davis phrased it, on presenting to him a gold watch in appreciation of his untiring efforts for the success of the tour.

"Goat?" said Sir Alfred.

"Yes," said the Secretary, explaining that the "goat" in America means the man who is forgotten when everything works smoothly and is generally condemned when everything goes wrong.

Sir Alfred has been liason officer of the press of the nation to David Lloyd George since the retirement of Peter B. Kyne, and has made many friends among newspaper people, who will be interested to learn that for 26 years he was in the civil service of the British Government, finishing as secretary for Ireland, having to his credit the reorganization of the Ministry of Pensions, wherein he was head of 30,000 employees. He is credited with having played a large part in the writing of the Free State treaty, and it is said he was the only Englishman who was trusted by the Irish Sinn Feiners. He became a close friend of Arthur Griffith, Michael Collins and other Irish leaders, who realized, it is said, that he was fighting only for a square deal between the two countries.

The success of the Lloyd George tour was largely due to his tact and ability in meeting people and securing their co-operation in carrying out of necessary plans and arrangements.

BILLION FRAUD LOSS YEARLY

Bankers Urged to Combat Swindlers At Washington Meet

Co-operation of the Investment Bankers Association with the work of the National Vigilance Committee of the Associated Advertising Clubs of the World and the affiliated Better Business Bureaus in stamping out fraudulent selling campaigns and mail swindlers has been urged upon the bankers' organization by Horace J. Donnelly, senior solicitor of the Post Office Department. Mr. Donnelly's plea was made in the course of an address to the bankers at the recent convention of the organization in Washington.

Mr. Donnelly said that fully $1,000,000,000 annually was being diverted from the channels of legitimate business by the activities of non-productive schemers, that excellent work was being done by the Advertising Clubs and their organizations against the creation and distribution of fake securities through educational campaigns. The advertising men he said worked together with the Post Office authorities and he suggested that the combination would be increased in efficiency if the bankers' organizations joined.

Discussing the recent round-up of oil promotion fakes in the Southwest, Donnelly asserted that even "newspapers and magazines were established by the alleged promoters to boost sales" and that "carloads of the highest-powered, stock-selling literature imaginable were mailed to persons all over the country."

"In addition to 168 fraud orders issued in the Post Office Department's drive against oil stock promoters," Mr. Donnelly said, "the Department has more than 400 criminal cases against promoters at Fort Worth, Texas, alone. At Fort Worth it is estimated that 500 men engaged in the oil promotion business have taken from the public in excess of $100,000,000 in the past 18 months or two years.

St. Louis Boosts for London

Walter B. Weisenburger, retiring president of the Advertising Club of St. Louis, has been appointed chairman of a special On-to-London committee, which will arrange for the participation of the club in the 1924 convention of the Associated Advertising Clubs of the World. Mr. Weisenburger, who is assistant to the president of the National Bank of Commerce in St. Louis, intends to make the trip. Interest in the London convention has been increased by the recent visit here of Carl Hunt, manager of the Associated Clubs, who made a short talk on the subject at a recent meeting of the Advertising Club.

Chanute Tribune Gets A.P. Wire

The Chanute (Kan.) Tribune recently installed the full leased wire service of the Associated Press. Heretofore the paper has been receiving only the telephone pony service.

Trade Syndicate Changes Name

The American Trade Press Syndicate, New York, beginning Nov. 1, will do business under the name Universal Trade Press Syndicate. It will continue as heretofore to specialize in editorial service for American trade and technical journals.

AN AVERAGE NET PAID daily circulation of

239,580

was recorded by The Baltimore Sun (Morning and Evening) for September, 1923.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

PASTOR DENIES POWER OF PRESS IS WANING

Rev. L. M. Birkhead of Kansas City in Sermon Declares Journalism the Most Influential of All Professions

A vigorous denial of the waning power of the press was made Oct. 28 in a sermon by the Rev. L. M. Birkhead, pastor of All Souls' Unitarian Church, Kansas City.

Dr. Birkhead spoke on "What's Wrong With the Newspapers?"

At the outset of his sermon, Dr. Birkhead qualified journalism as the most influential of all professions.

"Each generation talks about the waning power of the press, but there is no foundation for such talk," the minister said. "Napoleon said he feared four hostile newspapers more than 100,000 bayonets, and his statement holds good.

"Tragedy is an important part of life, and it cannot be ignored in any true picture of life. Where is the information to come from on which the judgement of the people is to be based if not from all the facts of life as published in the newspapers?

"I believe people are deterred from wrong-doing by fear of publicity.

"It is sometimes said newspapers are at the mercy of advertisers. This is not true. It is sometimes true that newspapers are kind to big advertisers, but the influence of advertisers over responsible newspapers often is overestimated.

"The hope of a better American newspaper is not in the endowed paper. Human beings still would have to operate the endowed paper, and besides, endowments sometimes get in the way of progress and important changes. Nor is there any hope in government-owned newspapers. I wouldn't trust any sort of government now possible to edit and censor the news. Our only hope is in dealing with the papers as they are.

"I believe it would be a wholesome thing to bombard newspaper editors with letters. Criticize them for what is bad in their papers and praise them for what is good."

Fleitzer Enters Southern Field

Joseph A. Fleitzer, formerly assistant managing editor of the Fourth Estate, has joined the Press Publishing Company of Warren, N. C., and will assist in the publication of the company's three North Carolina papers, the Warren Record, the News Reporter, and the Franklinton News. He was at one time a member of the editorial staffs of the New York Tribune and the New York Globe.

Correction

George K. Hebb of Detroit was elected first vice-president of the United Typothetæ of America at the convention in Washington last week, instead of William V. Parshall, as announced in EDITOR & PUBLISHER. Also, Theodore Harkins of Chicago was elected a vice-president instead of Harry M. Lath of Chicago, as reported. Fletcher Ford of Los Angeles was another vice-president elected.

Should Have Been Pages

The estimated volume of newspaper advertising in 1922 was in excess of 200,000,000 newspaper pages. Through inadvertence, it was reported in EDITOR & PUBLISHER last week as 200,000,000 lines.

Before the "Missionary Man" and After*** —

Dealer distribution for Drugs and Toilet Goods, Cigars and Soft Drinks, Food Products and miscellaneous merchandise, is everywhere increasingly dependent upon the introductory labors of "missionary men." But after them—what?

Newspaper Advertising, of course. In Cincinnati this means TIMES-STAR advertising, because the TIMES-STAR is the one newspaper that is read by every worth-while jobber, retailer and consumer.

Advanced publicity in the TIMES-STAR assures a cordial welcome for the missionary man and gains for him a degree of cooperation from jobbers and their salesmen such as no other single agency can supply. When this is backed with the promise of a supporting campaign in the TIMES-STAR, distribution follows without the un-economic incentives of free goods or privilege of returning unsold merchandise.

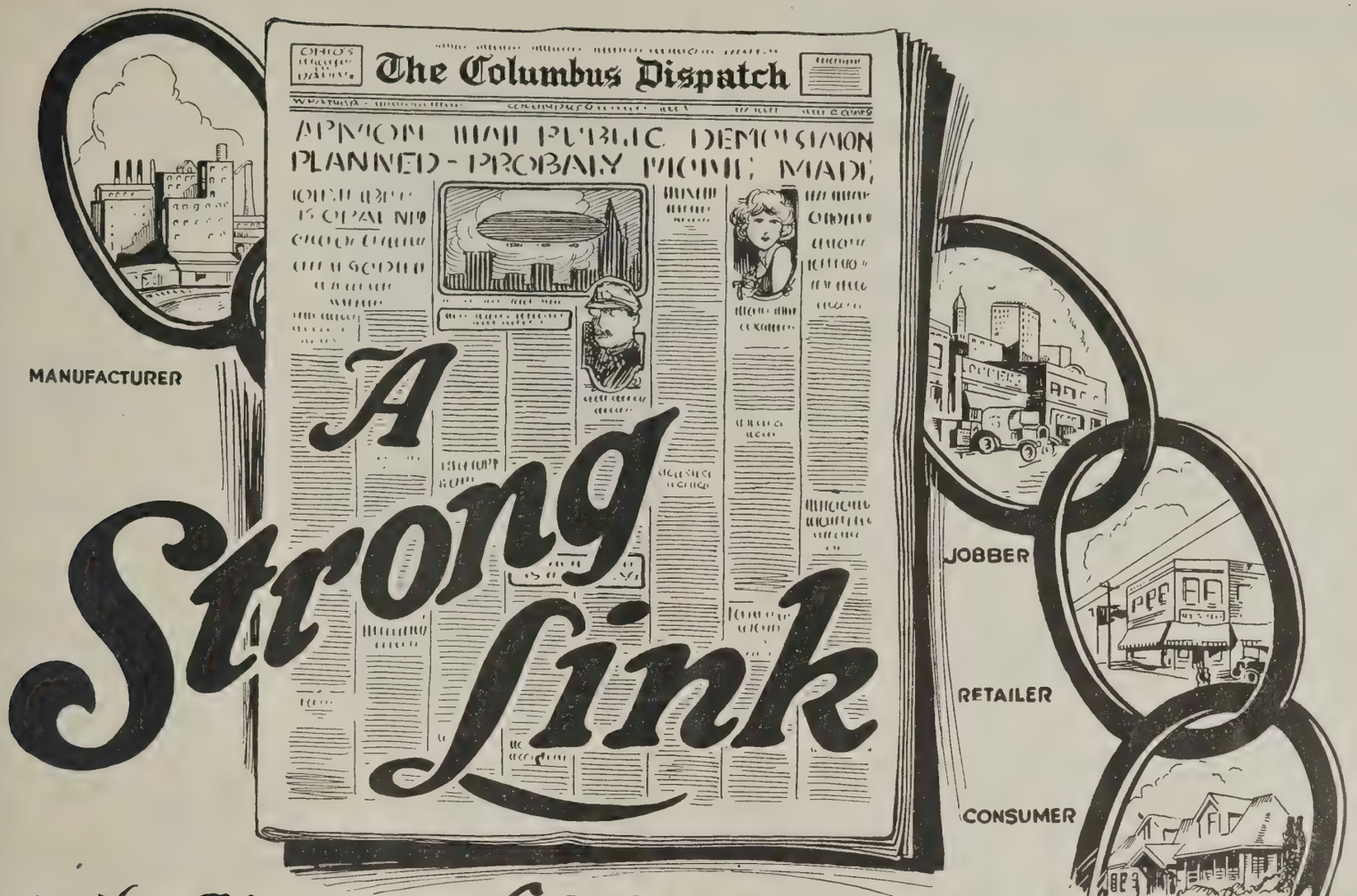
During the first six months of this year, the TIMES-STAR carried five-sixths as much display advertising as the three other Cincinnati newspapers combined, exclusive of Sunday editions—practically two and one half times as much *national* display as the Monday-to-Saturday lineage of both morning papers combined.

Your missionary men will not be scalped in Cincinnati if the TIMES-STAR blazes the trail for them and guards their rear.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations



A Strong Link in the Chain of Merchandising is the Newspaper---

ONE of the most successful of the big advertising agency men said: "I don't care how many automobiles you own, or whether you are a movie bug, or a golf enthusiast, or a card shark, a book worm, or whether the whole family is down sick, you find some time to read your newspaper, and you read the adds, too, because you can't escape them."

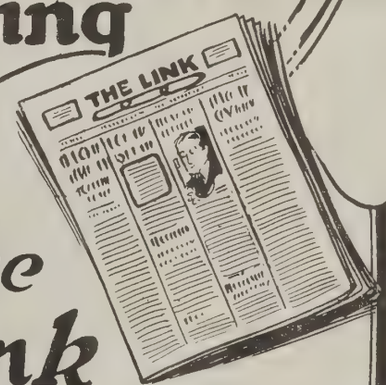
The Columbus Dispatch Merchandising Department makes surveys, routes and directs sales forces, establishes co-operation with dealers—creates dealer acceptances because Dispatch advertising creates consumer acceptance for the dealers.

First Ohio Newspaper in Advertising

First Columbus Newspaper in Circulation

The Columbus Dispatch

OHIO'S GREATEST HOME DAILY



The Link

Published monthly by The Columbus Dispatch carrying the sales and advertising messages of the manufacturer and national advertiser to over 2,500 progressive dealers.

It is the hook-up that stimulates your national campaign in The Dispatch. It is the necessary contact between producer and distributor for complete success.

Mailed to agencies and National advertisers upon request.

MORE COMMUNITY ADVERTISING MONEY GOES TO COAST PAPERS

A. N. P. A. Ad Bureau Hard at Work on Problem of Diverting to Dailies Appropriations Now Being Dumped Into General Media

MORE community advertising money on the Pacific Coast is being spent in newspapers than ever before, according to T. H. Moore, associate director of the bureau of advertising of the American Newspaper Publishers' Association.

The director of the bureau, William A. Thomson, who is now on the Pacific Coast, is giving a great deal of his time to this question, Moore said.

Mr. Moore was commenting on a letter, brought to his attention, written by R. J. Coomie, publisher of the Vancouver (B. C.) Sun, to William F. Rogers, chairman of the A. N. P. A. Advertising Bureau, Boston, Oct. 23, a copy of which was forwarded by Mr. Coomie to EDITOR & PUBLISHER.

The Vancouver publisher, in the letter, asks the A. N. P. A. committee if it cannot take "more effective means to divert to newspapers, legitimate newspaper appropriations, which are now being dumped into general media."

At the office of the Bureau of Advertising it was said "the letter was most gratifying as showing the interest a member was taking in the great field of national business."

"This week's issue of the Saturday Evening Post seems like a challenge to the newspapers of this continent," Mr. Coomie declared in his letter to Mr. Rogers.

"Will Hays, as head of the moving picture industry of this country, asked for an opportunity to address the newspaper publishers in New York a short time ago. He was given this opportunity and made a wonderful appeal for newspaper co-operation.

"The Saturday Post of Oct. 20 has about four pages of motion picture advertising which could much more effectively and with greater economy be handled by the newspapers of America; in fact, it is newspaper publicity which has made possible the motion picture industry. This seems a very simple proposition for the newspapers and Mr. Hays to get together and co-operate along the lines asked for by Mr. Hays.

"Another advertising account which absolutely belongs to the newspapers, is the advertising of the Chicago-Milwaukee and other railroads of the Pacific Northwest, in an endeavor to build up the short rail haul of the Northwest, including a development of the passenger business from Chicago and Minneapolis to Seattle. These railroads are absolutely dependent and hope to live off the prosperity created by the newspapers of the Pacific Northwest, and yet the newspapers are allowing them to waste their money in general media.

"Another line of advertising which was absolutely created by the newspapers of the Pacific Coast is the publicity campaign of cities like Los Angeles, San Francisco, Portland, Seattle, and Vancouver, B. C. In Vancouver alone we will this year spend from $100,000 to $150,000. This money was raised by newspaper publicity, for which the newspapers of the Pacific Coast received not a single cent; yet the moment that money is raised, we allow our Publicity Bureaus to dump the whole thing into magazine advertising, which cannot hope to give but a small portion of the results to be obtained by using eastern newspapers. The fact that magazine advertising has absorbed a large portion of this publicity money raised by the newspapers of the Pacific Coast, is a fact which has been used with the large eastern advertising agencies to the detriment of newspaper advertising, and it is about time newspaper publishers woke up to this fact.

"The worst reflection against newspaper advertising is the double-page rotogravure advertisement in the Saturday Evening Post of Oct. 20, wherein are displayed the rotogravure sections of forty leading newspapers of America. While it might appear pleasing to journalists to have this display appear in the magazines, it is not so pleasing when one stops to analyze the effect of this advertisement on newspaper advertising. In the interests of newspaper advertising, no time should be lost in demanding that this business be turned over to the newspapers.

"There is, today, millions of dollars' worth of newspaper advertising just waiting for the asking, and where the advertising or business end of our newspapers is so actively engaged in developing advertising, the publisher, in his own interests, should only be too glad to help.

"Is it not possible for you and your committee to at once undertake a more vigorous campaign on behalf of newspaper advertising and to also solicit from newspaper publishers more active co-operation to that end? The Vancouver Sun will only be too happy to do its share."

At the office of the Bureau of Advertising it was said:

"Practically all the accounts mentioned are ones upon which the Bureau has been doing aggressive work. The motion picture field is being constantly solicited, and the director of the Bureau, who is now on the Pacific Coast, is giving a great deal of his time to the question of community advertising spoken of in the letter. As a matter of fact, more community advertising money on the Pacific Coast is being spent in newspapers than ever before.

"The whole tendency seems to be in the direction of newspapers."

Canada Helps Fisheries Advertise

The Canadian Government has made a grant towards defraying the cost of an advertising campaign to be launched next month under the auspices of the Canadian Fisheries Associaton for the purpose of increasing the consumption of fish in Canada.

WELCOME, COUSIN ELEANOR

Back home. Eleanor Schorer, otherwise Mrs. Chester R. Hope, wife of the recently appointed manager of Universal Service, waves to friends ashore as she returns from a three months' trip abroad with her husband, during which they visited France, Spain, Italy and England. Mrs. Hope, as Eleanor Schorer, is on the staff of the New York Evening World, whose young readers call her "Cousin Eleanor."

WATSON NOW AN "M. E."

Goes to Hearst's Syracuse Telegram from N. Y. American

Robert Watson, former city editor of the New York American and a writer of political articles, is now managing editor of the Syracuse (N. Y.) Telegram. A number of other changes on the Syracuse Hearst paper were announced Oct. 30.

J. F. Estes, makeup editor of the Telegram, is now news editor. Chester B. Bahn is now conducting the column entitled "Town Talk," in addition to doing political writing. Herman L. Harding, who has been on the copy desk, is now writing political articles.

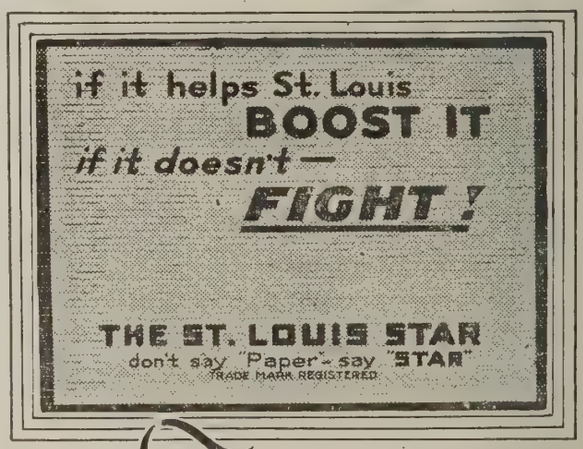
John Lighta of Worcester is now in charge of makeup on the Telegram. Walter Kane has returned to the Boston Telegram. Avery Lord, special writer, has gone to the Albany Knickerbocker Press. Edward Doyle is now news editor. Vincent E. Clark has joined the reportorial staff.

Martha Langford of the Post Standard is now society editor. Ruth Smith is in charge of the morgue.

Perry Belden, photographer for the Syracuse Journal, is now photographer for the Telegram.

Gazette-Standard Merger Complete

Formal announcement was made Oct. 26 of the suspension of the Pall Mall Gazette, London, under the form of amalgamation with the Evening Standard. Its last independent edition was Oct. 27. London now has only three evening newspapers, the Evening Standard, the Evening News, and the Star. Lord Beaverbrook and Lord Rothermere control the first two respectively. The Star, of radical opinions, is the only independent sheet.



The true spirit of St. Louis is embodied in these few words—the spirit that makes St. Louis a real, worth-while market.~~~ The Star, creator and advertiser of the slogan is proud to be recognized by St. Louisans as its leading exponent.

This slogan is being advertised extensively in The Star; on approximately 50 bulletin boards; in moving picture theaters; by direct-by-mail.

National Advertising Representative
THE S. C. BECKWITH SPECIAL AGENCY
New York Chicago Detroit St. Louis Kansas City
Atlanta San Francisco Los Angeles

CLARENCE
by CRAWFORD YOUNG

The Yakima Sunday Herald of Yakima, Wash., is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

A Complete Composing Room At Your Finger Tips

The new *All Purpose* Model 12 Linograph is actually a complete composing room in itself. It gives your operator a range of from 5 to 60 point in full fonts direct from the *regular magazines* and from a *standard* 90 *button keyboard layout*. In sizes up to and including 24 point the wide and extended faces may be used. Above 24 point slightly condensed faces can be handled in any desirable size.

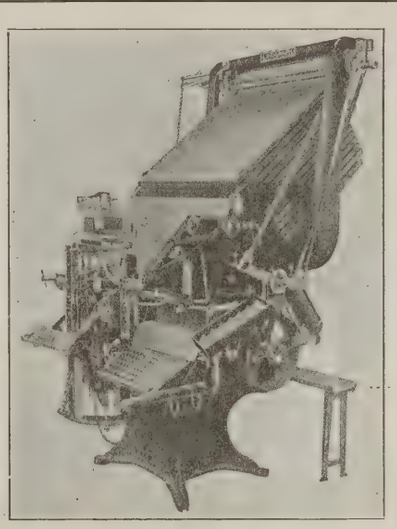
Thus your operator can sit down to a complicated job containing several sizes of type in perhaps two or more faces and deliver the entire job, cut to length ready for makeup, without leaving his chair.

Model 12 Linograph may be installed with any number of magazines up to twelve. More magazines can be added as your business needs demand it. Just secure the magazine and set it on the machine; there are no special adjustments to make or special parts to buy.

With this great range and with this expandibility Model 12 Linograph will fill the great need for a practical display machine. For the ad. alley and the large trade composition plant doing a varied line of work Model 12 is indispensable.

If you are figuring on installing a display machine this year, act at once, for immediate delivery on Model 12 can not be promised on account of the demand already created.

Write for further information; or better still, arrange for appointment with our representative to discuss this and other models with you.



Model 12 Linograph

The Linograph Company

Davenport, Iowa, U. S. A.

Western Agency
429 SACRAMENTO STREET
SAN FRANCISCO, CAL.

European Agency
ET. PIERRE VERBEKE
BRUSSELS, BELGIUM

Australasia, South Africa, China
PARSONS & WHITTEMORE
NEW YORK CITY

South American Agency
AULT & WIBORG
Cincinnati, Ohio

NEWSPAPER PRESS FUND, MODELLED AFTER BRITAIN'S, URGED FOR U. S.

English Plan, Backed by 3,000 Members, Provides Unemployment Benefits and Old Age Pensions, Visiting Barrister Explains Offers to Aid Plan Here

TO place before American newspaper men the British idea of the Newspaper Press Fund, which yearly provides pensions and financial benefits to needy journalists, their widows and children, believing adoption of a similar benevolent organization might be fostered in this country, is the earnest wish of W. Thornton Sharp, barrister, honorary treasurer of the press fund, who arrived from England Oct. 27.

W. Thornton Sharp

Mr. Sharp left New York City Oct. 31 for the Pacific coast, planning to return in March, when he hopes there may be some opportunity afforded him to speak before representative newspaper men, explaining fully the purpose of the British Press Fund, and possibly aiding in the formation of an American contemporary.

"I really am not trying to push a campaign in this country," he hastened to explain in an interview with a representative of Editor & Publisher. "If American journalists want a similar fund they must of course organize it themselves."

Several American journalists with whom he had discussed the subject, Mr. Sharp said, had received it enthusiastically, however, and, since it had been so successful in England, he believed it might be worked with equal success in this country, where nothing of the kind has as yet been generally attempted.

An American fund for journalists, he pointed out, must of necessity be entirely separate from the British, because of a ruling in the latter's charter.

While, of course, he himself was not one of the original founders—the British Newspaper Press Fund was first started in 1864—Mr. Sharp has for many years been closely and officially connected with all its activities. At one time he served as its secretary.

Today the British Newspaper Press Fund is developed to such a degree of efficiency, Mr. Sharp believes it would prove the best possible pattern for American newspaper men, wishing to find a way to insure their future.

Mr. Sharp explained the objects of the British Newspaper Press Fund briefly.

"It was established," he said, "for the relief of necessitous members of the literary departments of the press, who are members of the fund, and for their widows and families.

"Prior to its formation there was no such organization in existence, and the Press in England, as I believe it does in the United States today, presented this strange anomaly—that while it was constantly and successfully advocating the claims of institutions founded for the benefit of unfortunate members of other classes of society, there was no provision whatever for similar cases connected with its own body.

"In England we raise the money necessary for carrying on the fund by giving a large dinner each year, and by small membership fees. This year, for instance, at our dinner, at which the Prince of Wales presided, we raised $100,000.

"There are about 3,000 members, and yearly we are able to be of valuable assistance to a large number of unfortunate journalists and their families.

"The applications for assistance are made in writing to the secretary, and are then submitted to a council, who investigate the circumstances in each case, and make such a grant of money as appears to them justifiable.

"The names of the recipients of the Society's grants are not published, and all communications, in the nature of applications for aid, are held strictly confidential.

"Pensions are granted to members who have been on the roll for ten consecutive years, or to their widows, provided that the applicant in each case has attained the age of 60, without having reached that age, has become permanently incapacitated for earning a livelihood."

The Viscount Burnham is at the present time president of the British Press Fund, while Sidney G. Smeed is secretary. There are 18 members of the council, which decides upon benefits and pensions.

"While it is my impression American newspaper men are as a general rule paid higher wages than their British colleagues, I do not doubt there are many in this country, who each year might be helped after the manner of the English," Mr. Sharp continued, enlarging upon the possibility of American interest in a newspaper man's relief fund. "Of course, women would be eligible to the fund, too," he added. "Women journalists earn their salaries with just as much wit and wisdom as the men.

"The truth is, however, that for the journalist, his profession is always what the poet called 'a grand perhaps,' and for a good many 'the grand perhaps' in the long run turns out to be a deadly certainty of failure and destitution.

"The journalist suffers from the big figures of the papers with which he is associated. Net sales do not always mean net profits, and the net profits do not always go into the pockets of the working journalist," he remarked, his eyes twinkling.

"There is always a thorn in the cushion of the journalist, if he is allowed a cushion, and the thorn is always the insecurity of his tenure. He lives both by public patronage and private patronage. He may lose public patronage, if he fails to please the public. He may lose private patronage if he ceases to please his employer, and some newspaper proprietors are difficult to please—at least, so journalists have told me."

Since journalists are public servants, Mr. Sharp declared he believed the public should be asked each year to contribute to a fund to insure their future.

An application for membership in the British Newspaper Press Fund, which Mr. Sharp presented Editor & Publisher for examination, shows the terms of membership to be as follows:

Life membership, a single payment of £15.15s; or 3 annual payments of 5 pounds 5 shillings, or an annual subscription of 1 pound 1 shilling.

To be a member, a newspaper man must have been employed on a newspaper for not less than 2 years. No one above 50 years of age is eligible.

This is Mr. Sharp's first visit to the eastern coast of the United States. A number of years ago he visited San Francisco.

"The New York newspapers," he declared, "are eye-openers to me. The Sunday edition of the New York Times is certainly gigantic journalism. It seems to me to be an especially fine newspaper.

"The big amalgamation of newspapers in London," he continued, referring to the recent Rothermere-Beaverbrook deal, involving purchase of the Hulton publications, "is very bad from every point of view. Soon there will be no public opinion in England at all. And, there is no seeming solution.

"I expected to hate New York," he concluded. "But, as a matter of fact, I like it very much. Traffic management in this great city is remarkable. I find everything run with great efficiency and civility."

RATES CALLED TOO HIGH

But Ohio Select List Meeting Took No Action on Peruna Argument

Arguments that newspaper rates are too high were presented to the Ohio Select List in special meeting Oct. 29, at the Hotel Deshler, Columbus, by E. J. Heywood, advertising manager of the Peruna Company. No action was taken by the publishers. Routine business only was transacted and following adjournment the committee on advertising discussed media to be used in the list's joint advertising campaign next year.

Newspapers represented at the meeting were the Alliance Review, Athens Messenger, Bellefontaine Examiner, Bellevue Gazette, Bowling Green Sentinel-Tribune, Cambridge Jeffersonian, Chillicothe Sciota Gazette, Findlay Republican, Fremont News, Kenton News-Republican, Marietta Times, Martins Ferry Times, Newark Advocate, Portsmouth Sun-Times, Sandusky Register, Troy News, Wooster Record, and Zanesville Times-Recorder. Others present were John W. Cullen, president of Robert E. Ward, Inc., and H. B. Gramm of that organization.

Mrs. Roberts to New Post

Perriton Maxwell has left the editorship of Arts and Decorations, and Mary Fanton Roberts is now in charge of the magazine. She will continue the policy inaugurated by Maxwell, adding to it the field of music, literature and the stage. Mrs. Roberts is the wife of W. Carman Roberts, of Fredericton, N. B., Canada, and has had much experience with magazines. She founded the Touchstone.

K. C. Business Bureau After Quacks

George M. Husser, director of the Kansas City Better Business Bureau has started a campaign against quack patent medicine manufacturers and distributors. He has obtained the co-operation of postal inspectors.

Now Ready for Release

HAZEL DEYO BATCHELOR'S

New Love and Marriage Problem Serial

"SLANDER"

Treating of the problem of a girl who had to combat a cruel scandal when she met the man she loved.

Complete in a nine-weeks' run of 54 daily installments.

For Terms, Descriptive Circular, Synopsis & Sample Installments, Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE *PHILADELPHIA*

The accident wards are full of people who made the right move just a little too late—

We don't want you to have any mishap about getting

The Shop-o-scope TRADE MARK

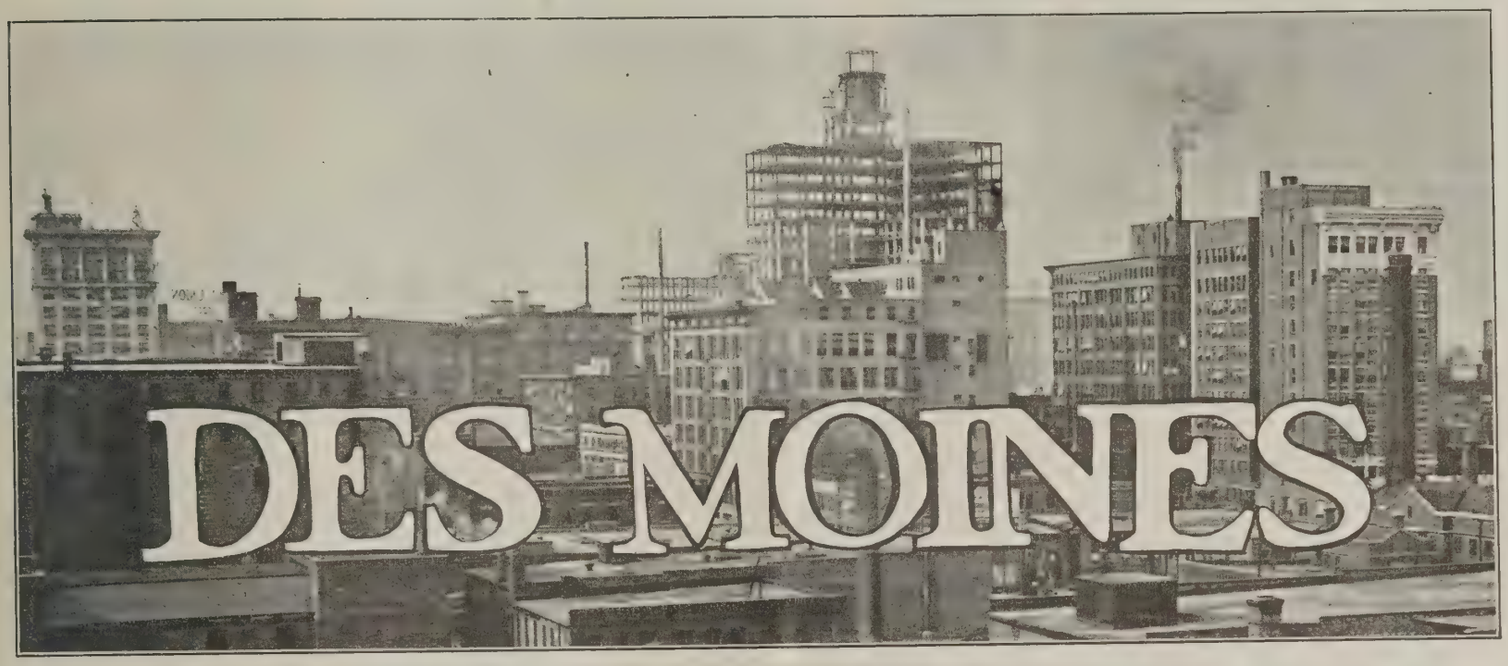
AND SO—

Here's a friendly warning that it's high time to be looking over The Shop-o-scope portfolio and making the right move to insure a prosperous season of Christmas Classified Advertising for your newspaper.

THE BASIL L. SMITH SYSTEM, INC.

Otis Building Philadedlphia

The Key that Unlocks the Iowa Market



IOWA'S capital and largest city has expended $12,816,505 in new construction in the last twelve months—office buildings, factories, schools, hospitals, apartments and houses. That is a genuine index of Iowa business conditions.

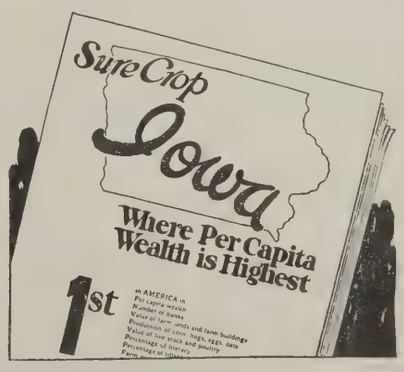
Because Des Moines IS the largest city and is so easily reached; because it is the capital, and because its newspapers go everywhere in Iowa, which makes Iowans feel at home in Des Moines, it has become the market center of Iowa—the richest piece of agricultural land on the globe.

Most of Iowa is really suburban to Des Moines because the people of the State can reach the capital city in a few hours or a few minutes. And Iowans are the wealthiest, per capita, of any people in the world. No wonder business is good in Des Moines! It is so good that there are 31,500 automobiles in the city—an increase of 5,500 since Jan. 1, 1923. And 51.1% of the residents of Des Moines own their own homes, a higher percentage than that of any good-sized city in America.

And Des Moines is the CENTER of Iowa, both by location, business, population and politics. The railways of Iowa center at Des Moines. Interurban and bus lines run into the city—and automobiles by the thousand come to Des Moines every week. (Iowa has 520,351 motor cars!)

A BOOK ON IOWA

The Des Moines Register and Tribune has issued a new merchandising book, "Sure Crop Iowa," filled with up-to-date information about Iowa as a market. May we mail you a copy?



Net Paid Average Circulation 6 Mo. Ending Sept. 30, 1923

DAILY 136,846 **SUNDAY 123,146**

Largest evening, largest morning and largest Sunday Circulation in Des Moines and Iowa

The Des Moines Register and Tribune

Chicago	New York	Detroit	St. Louis	San Francisco	Los Angeles
Guy S. Osborn Inc.	I. A. Klein	Jos. R. Scolaro	C. A. Cour	R. J. Bidwell Co.	R J. Bidwell Co.
1302 Tribune Bldg.	50 E. 42nd St.	Ford Bldg.	Globe-Democrat Bldg.	742 Market St.	Times Bldg.

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space Buyers

III. DES MOINES—*The Convention City*

By HARRY R. DRUMMOND

IT was about twenty years ago that the writer went to Des Moines to work.

Less than a year later he left the city, firmly convinced that its future was altogether too far in the future to warrant a more or less young ambitious person to wait for it.

The trouble at that time was that the weighty affairs of Des Moines were in the hands of a lot of solid, substantial citizens who were sold on the idea that Des Moines, as it was then, had reached its ultimate goal, and there was no use in trying to improve perfection.

Retrogression was the dominant characteristic, although, due to the natural advantages of the city, progress was being made, even then, and despite the tremendous pressure on the hold back straps.

Since that time, however, most of those older men have gone to California, or Heaven, or—well they have left Des Moines to the tender mercies of the younger generation.

This younger generation has proven restless. They took the town apart, examined it carefully, put it together again, liked it for a while and then began another reconstruction period, a ruthless and lavish expansion which seemed warranted by circumstances, and which has absorbed every improvement made so far, and is standing around, so to speak, waiting for more improvements to be completed so that they may be absorbed and become a part of the everyday life of Des Moines.

Des Moines is THE city of Iowa; the hub, if you please, of the greatest agricultural state on the map.

Des Moines, with a population of 126,468—120,887 of them being native born whites, has 31,644 families, 1920 census. 51.1 per cent of these families live in homes that they own. This, by the way, is the largest per cent of home owning families in any city in the country with a population of more than 100,000.

The homes in and about Des Moines are real homes, too. Most of them are new, successors to the old places, built right up to the minute in style, stability and modern improvements. They occupy spacious grounds and here and there are so-called "apartment buildings" which are not the kind of apartment buildings New Yorkers and Chicagoans are accustomed to.

Built in the center of a large grass plot, "U" shaped so that all rooms are light and airy, they are veritable dreams of apartment houses.

The retail business section of Des Moines is in a more or less congested territory. All the big important stores are close to each other, making it easy for shoppers, and making competition something to be seriously considered.

It extends from Fourth to Tenth streets along Walnut and Locust streets and Grand avenue, with the three blocks from Walnut to Grand on Fourth, Fifth, Sixth, Seventh, Eighth and Ninth, making some 36 blocks of highly developed retail business streets.

Younker Brothers is the really big store of the city. At that they have just bought Wilkins Brothers department store, adjoining, and are going to rebuild, doubling their present plant.

Harris Emery Company is the second largest department store, and, perhaps, the "classiest" of them all. J. Mandelbaum & Sons is the third in point of sales and quality of merchandise, while Oransky's is the fourth, the "bargain counter store" as it were. These four stores, collectively, do about $12,000,000 worth of business annually.

The Utica Clothing store sells about $1,000,000 worth of men's clothing and "fixings" a year, while Frankel's is a close runner up in volume and class.

All in all there are some 2,200 retail establishments doing business in Des Moines, and they are all prosperous.

Women's wear specialty shops are highly developed in Des Moines, but the good people, while they demand good merchandise, eschew the so-called "novelty styles" that are "cleverly developed" in Deauville, Paris or Delancy street, and which, for the most part, are freak stuff.

Old Josh Runyan, who has been advertising manager of J. Mandelbaum & Sons for 25 years, and who knows the merchandising condition of Des Moines about as well as any man on earth, puts it this way.

"We sell some of that freak stuff, but not to the best trade. The real people of Des Moines do not quibble on price very much, but they are mighty particular as to quality. They want styles that are substantial, and they want them good."

The men dress like the men one finds in lower Manhattan, in the financial districts and the better class of offices. They wear clothes that are as good style one year as another—and wear them well.

The women seem to think that they do not need any vamp duds to help them out—and they do not. They look mighty good in common sense clothes.

The insurance business is the one big, outstanding industry in Des Moines, there being 53 local companies operating out of the city.

These companies, collectively employ some 6,000 "white collar" men and women in their offices.

This predominance of insurance business has made Des Moines known as "The Hartford of The West," it being the second largest insurance city in the country.

The second largest industry of Des Moines is the publishing business, farm papers, circulating all over the known world, are mailed from Des Moines, as well as one national magazine.

There are four hundred factories in Des Moines, employing some 10,000 people and producing various articles of commerce.

But Des Moines, as a market, shines because it is THE market for a Iowa, and Iowa is a state of prosperity and political unrest, but more prosperity than political unrest.

Des Moines is a convention city. Oh, my, yes. Very much so.

So many organizations "convene" that Des Moines makes a business of entertaining these conventions, and has entertaining down to a fine point.

This, of course, is good for hotels, and Des Moines has a lot of good hotels, but it is also excellent for bringing out-of-town people, particularly Iowa people, to the city, and the merchants are always ready to take advantage of the presence of visitors and distribute their wares that way.

There are 225 miles of paved streets and 90 miles of street car lines in Des Moines, not to mention 28,000 automobiles and 3,000 auto trucks, so that the question of getting hither and yon in Des Moines is well solved.

As to getting into Des Moines, 16 railroads run into the city. Interurban lines radiating from Des Moines cover the surrounding territory for a distance of some 50 miles, while numerous bus lines now work the territory thoroughly.

At that the automobiles bring more shoppers into Des Moines than do the railroads, interurbans and bus lines combined.

Between 1,000,000 an 1,500,000 people within a radius of nearly 100 miles consider Des Moines their own shopping center, and make it a real market with a tremendous business, a business which is growing and, with the further development of good roads—an industry comparatively new but getting under splendid headway, Des Moines is going to be better.

The younger generation is certainly doing things.

The casual visitor, looking at the city as it stands today, might think that erecting new buildings was the principal industry of the city.

Everywhere, in the business district as well as the residential part of the city, new buildings, new buildings everywhere.

Old Frank Mick Deemer, who was advertising manager for the Edison people twenty years ago, and who is now the proprietor of the leading electrical supply and fixture store of the city, took us out in his machine and showed us the home part of the city. It is enough to make the old guard turn in their graves—and every new house has an occupant waiting for its completion.

Yes, Des Moines is a market.

Every main highway leading into Des Moines is either paved or under contract to be paved. Des Moines is continually making it easier for motor car owners to get into the city.

KNICKERBOCKER TO CHICAGO

Former N. Y. Globe Man Becomes Newspaper Bureau Manager

H. H. Knickerbocker, for many years engaged in daily newspaper management in the East, has become general manager of the National Newspaper Bureau, 203 South Dearborn street, Chicago, heretofore operated under the personal direction of Irl H. Marshall. The latter, a publisher of a chain of newspapers in Illinois, retains his financial interest in the bureau and remains as president. Mr. Marshall is also associated in an executive capacity with the Gundlach Advertising Company.

H. H. KNICKERBOCKER

Mr. Knickerbocker has had a wide experience in newspaper making, both in provincial and metropolitan districts, his more recent important connection being with the New York Globe, of which he was business manager.

ADVERTISER'S HANDBOOK

Associated Business Papers' Publication Teaches Correct Methods

A handbook has just been issued, compiled by a committee of advertising service department managers of publications affiliated with the Associated Business Papers, Inc., which, it is claimed, marks the first attempt by publishers to instruct prospective advertisers on correct methods of preparing advertising copy.

The book is divided into ten chapters, of which the following are titles: "What Is Advertising?," "Selecting the Sales Features," "Layout," "Headlines," "Illustration and Art Work," "The Use of Type," "Writing the Text," "Engraving and Electrotypes," "Working with the Publisher," and "Advertising Results."

The committee members follow: Leon Allen, the Economist Group, New York City; Houghton W. Collart, Penton Publishing Company, Cleveland; Rodney Derby, Iron Age Publishing Company, New York; R. Bigelow Lockwood, McGraw-Hill Company, Inc., New York; R. R. O'Connell, Bragdon, Lord & Nagle Company, New York, and LeRoy P. Wight, the Class Journal Company, New York.

De Young Under Knife

M. H. de Young, publisher of the San Francisco Chronicle, was operated on Oct. 23 for appendicitis. He is 74. Favorable progress towards recovery is reported.

NEWSPAPERS TO AIR AD GRIEVANCES

President Carroll of A. N. A. E. Appoints Committee to Hear Complaints Against Advertisers and Agencies

Members of the Association of Newspaper Advertising Executives are to be given an opportunity to present their grievances against advertisers and advertising agencies to a committee that will attempt to handle them fairly, according to an announcement made by Frank T. Carroll, president of the Association of Newspaper Advertising Executives.

It is recognized, he declares, that newspapers are sometimes subjected to practices that they, at least, do not consider fair. Members who believe that they have been the victim of such unfair tactics will be able to present the case to the Grievance Committee which will, if the complaint seems justified, take up the matter with the advertiser or advertising agency.

Since the membership of the Association of Newspaper Advertising Executives includes the largest newspapers in nearly every state in the Union, as well as in Canada, England, Ireland and Australia, it is felt that advertisers and agencies will be glad to receive and act upon any legitimate complaints that may be presented to them by the association, regardless of whether the complaint comes from a large or a small newspaper.

The identity of the newspaper member of the A. N. A. E. making the complaint will, of course, not be divulged, he adds, and the membership of the Grievance Committee will remain secret to prevent any embarrassment which such publicity might cause the newspaper or member.

GOING TO LONDON

15 of 22 National Commission Bodies Will Attend 1924 Ad Meeting

CHICAGO, Nov. 1—Fifteen out of the 22 departments of the National Advertising Commission of the Associated Advertising Clubs of the World are planning to attend the annual meeting in London, it was brought out at a recent meeting.

The fifteen departments represent a membership of approximately 800, and eight of them will have exhibits at the convention.

A new application for membership was received at the session from the insurance group. The by-laws make it necessary to hold over the application for one meeting, and so the admittance of the group will not be acted upon until the next meeting at Columbus, Ohio, in January.

Paper Mill Cornerstone Laid

The cornerstone of the New York News paper plant at Tonawanda, N. Y. was laid Nov. 1, by Mayor Carl F. Drewes. Construction of the mill is well under way and it is expected it will be turning out paper by May, 1924. One machine will be installed with a capacity of 60 tons, with a second to be added later. The plant will supply paper to the Daily News and the Coloroto Weekly, a magazine which the Chicago Tribune plans to issue from its color presses. Those present at the ceremony were luncheon guests of Col. Robert McCormick and J. M. Patterson.

Lotos Club Dines Lloyd George

David Lloyd George was welcomed to Bohemia, Nov. 1, when he was entertained at dinner by the Lotos Club, New York. He was introduced by Dr. Nicholas Murray Butler, and responded with a speech full of chuckles. At the speakers table were: Melville E. Stone, James J. Davis, Secretary of Labor, Charles M. Schwab, Chauncey Depew, George W. Maxey, of Scranton, Haley Fiske, and Roy Howard. Among the audience were Sir Henry Thornton, of Canada, Frank Munsey, E. S. Griffiths of Cleveland, and Martin H. Glynn and nearly the entire membership of the club.

14 cents a line

versus

25 cents a line

HOW MUCH SHOULD THE DES MOINES MARKET COST?

The Capital delivers the Des Moines market at 14 cents a line. No Des Moines newspaper or combination of newspapers can do more

Here are some exclusive Capital advertisers:

Simmons Beds
Old Dutch Cleanser
Shredded Wheat
Kayser Gloves
Nairn Linoleum
Mapl-Flake
Aunt Jemima Mills
Edison Electric Appliances
MacLaren's Mayonnaise
Blue Whirl Egg Beater
Franklin Baker Coconut
Hickory Garters
General Electric Motors
S. D. Warren Printing Papers
Jelke Margarine
Budweiser
Liberty Hot Plate
None-Such Mince Meat
Brookfield Butter
Salt Lake City Chamber of Commerce
Stanley Vacuum Bottles
Hazel-Atlas Glass Co.
Dutch Masters Cigar
Wm. Penn Cigar
Karnak Rug
Elgin Watchmakers College

The above national advertisers advertise exclusively in The Des Moines Capital and pay 14c a line; others pay 25c for a morning and evening combination. Some of the above advertisers have used the Capital only for as long as fifteen years; others have been doing it for five and ten years. Many have used the Capital exclusively as long as they have used any Des Moines newspaper.

The Capital covers the city of Des Moines and its actual trade territory thoroughly and adequately. No Des Moines newspaper can deliver more than the Des Moines market. In the past nine months the department stores of Des Moines have used 291,408 agate lines more in The Des Moines Capital than in any other Des Moines newspaper.

Important Note: The Capital competes with a publisher who advertises a morning and evening newspaper combination as a single newspaper with a single circulation. This confuses many national advertisers. The national advertiser who buys a morning and evening combination in Des Moines is overbuying the market.

THE DES MOINES CAPITAL

Lafayette Young, Publisher

Special Representatives: O'Mara & Ormsbee, Inc.
New York — Chicago — San Francisco

CIRCULATION EXCEEDS 60,000 DAILY

CHICAGO MINISTERS DISCUSS CHURCH PUBLICITY WITH EDITORS

Church, Newspaper, and Community Called "Winning Triangle" at Federation Meet, Oct. 30—Thomason of Tribune, Dennis of News, Cutter of A.P. Among Speakers

CHICAGO, Oct. 30.—The church, the newspaper, and the community as a "winning triangle" formed the underlying basis of numerous talks and discussions during the conference on church publicity at the annual meeting of the Chicago Church Federation here today.

Representatives of every local newspaper were among the speakers, and when the two sessions had been finished, the churchmen and others present had a definite idea of the newspaper's place in community life.

Col. Robert R. McCormick, co-editor of the Chicago Tribune, was unable to speak, as he was in the east on business, but his place was taken by C. E. Thomason, business manager of the Tribune.

Mr. Thomason spoke of the inner workings of a newspaper, describing the thousand-and-one details necessary in getting out a single issue of the Tribune. He went on to describe the ideals of a newspaper.

"As in everything else," he said, "honesty is the best policy. We strive constantly to keep our columns clean and live up to this ideal, as does every other reputable publisher."

"The Newspaper, the Ribbon Which Ties the Community Together," was the topic chosen by C. H. Dennis, managing editor of the Chicago News.

"It has always seemed to me," Mr. Dennis said, "that a newspaper should be judged by its character, as a man or woman is judged. It is a human instrument and it comes as near having a soul as inanimate thing can come. And if you will not grant it a soul, give it at least the status of a watch dog, and remember that when suspicious persons come asking favors, it is not always wise policy to conclude that the watch dog which barks at them has been bribed with a bone thus to give its warning.

"What is needed for the task of editing a newspaper? Not great learning so much as great sympathy. Not great wisdom so much as keen insight. Not great fervor so much as great industry. And, all things considered, editing a newspaper would have been an excellent job for Abou Ben Adhem, who, the poet assures us, loved his fellow men."

Mr. Dennis read the "Canons of Journalism" as adopted at the meeting of the American Society of Newspaper Editors during the course of his talk.

"News and Churches" was the subject of talk by Walter Washburne, city editor of the Post, in which he outlined how the churches made news.

According to Richard J. Finnegan, managing editor of the Journal, clergymen are seldom found among critics of a newspaper.

"I think the church is more lenient with our errors than most of us realize," he said. "The clergyman seems to appreciate better than most persons the daily trials that confront the modern newspaper.

"This may be due to the fact that the stuff of life as it passes through the editorial room is in pretty much the same form as that which passes through the minister's study."

Mr. Finnegan told his experiences with a daily paper as an editorial page feature.

"We wrote letters to 75 clergymen," he said. "Some answered immediately. Others took a week, others two weeks and others months. We were able to get only 30 prayers.

"Rev. Howard Agnew Johnson, your president, promptly furnished a prayer. I have a suspicion he wrote it as a guide to newspaper men. At any rate, he put into words the daily aspiration of many newspaper men.

"'Grant unto us, O God,'" he wrote, "'The courage of fidelity to our responsibilities in citizenship that we may give steadfast allegiance to law and seek to influence our fellow citizens to a similar loyalty. Amen.'"

"Advertising, A Community Asset and Opportunity," was the topic selected by Dean H. F. Harrington of the Medill School of Journalism.

"The newspaper is a projector of information, opinion and comment," he said. "It is a salesman in print. The church should use newspapers in advertising, in news announcements and in real religious thought to reach all of the people, of whom 50 per cent at least are not church-goers."

The view of the man "in the ranks" was given in an interesting talk by George Bastian of the Chicago Tribune. He told of the composition of a newspaper and what makes news and how to get it into print.

"In the main," he concluded, "the newspaper may be said to concentrate on the verities of the day, the urgent and important events that depart from the routine of humankind, and to make an attempt to record these accurately."

"Broadcasting Church News" was the subject of a talk by Edgar T. Cutter, superintendent of the Central Division of the Associated Press.

"Broadcasting church news is no different than broadcasting any other kind," he said. "The trouble is in getting the copy.

"The newspapers are eager to print this news and the Associated Press is willing to carry it, when it is of general interest. They will use it, but it must be furnished today, while it is still fresh, and it must be prepared in readable form."

Other speakers were: Frederick Smith, city editor of the Herald & Examiner; Mrs. Louise J. Barzelt of the Tribune, and Miss Jane Addams of Hull House.

Dean Thomas F. Holgate was elected president; Rev. Carl D. Case, first vice-president; Rev. T. Yeoman Williams, second vice-president; R. Clarence Brown, recording secretary; Harry A. Brinkman, treasurer and Walter R. Mee, executive secretary.

YOST NAMES COMMITTEES

A. S. N. E. Groups Will Serve During 1923-1924

President Casper S. Yost of the American Society of Newspaper Editors has completed his list of committees for the year 1923-1924. The committees are as follows:

Committee On Ethical Standards: James T. Williams, Jr., Boston Transcript, chairman; H. R. Galt, St. Paul Pioneer Press; Charles Puckette, New York Evening Post; Donald Sterling, Portland Journal; James Stuart, Indianapolis Star.

Committee On Program and Entertainment: Ira E. Bennett, Washington Post, chairman; Paul Bellamy, Cleveland Plain Dealer; E. B. Doran, Dallas News; C. M. Morrison, Philadelphia Public Ledger; T. E. Niles, New York Evening Mail.

Committee On Syndicates: M. H. Creager, Milwaukee Journal, chairman; C. W. Danziger, Pittsburgh Gazette Times; George A. Hough, New Bedford Standard; Joseph J. McAuliffe, St. Louis Globe Democrat; Marc A. Rose, Buffalo News.

Committee On Legislation: J. E. Murphy, Baltimore Sun, chairman; L. C. Humphrey, Louisville Post; Harvey Ingham, Des Moines Register; James M. Thomson, New Orleans Item; W. F. Wiley, Cincinnati Enquirer.

Committee On Membership: Grove Patterson, Toledo Blade, chairman; George H. Adams, Minneapolis Journal; M. W. Bingay, Detroit News; Walter M. Harrison, Oklahoma City Oklahoman; Frank E. Gannett, Rochester Times Union.

Committee On Schools of Journalism: Arthur M. Howe, Brooklyn Eagle, chairman; George W. Dodds, Spokane Spokesman Review; Frank P. Glass, St. Louis Star; Norris G. Osborn, New Haven Courier Journal; David S. Taylor, Buffalo Courier.

Memorials for Missouri Journalists

Stained glass windows as memorials to Missouri's most distinguished journalists will be placed in the state capitol in Jefferson City, the capitol decorations committee has decided. The committee has announced that the following will be honored: W. R. Nelson, founder of the Kansas City Star; Joseph Pulitzer, founder of the St. Louis-Post Dispatch and Joseph B. McCullagh, for many years editor of the St. Louis Globe-Democrat.

Paper Men Aid Red Cross

A committee to canvass paper manufacturers and distributors in the annual Red Cross Roll Call starting Armistice Day was organized this week. John McCormick, president of the American Paper Mill Company, will head the committee.

Circulation Structure

Ask the Publisher who has taken my service.

C. C. Marquis, Business Manager of

BLOOMINGTON PANTAGRAPH

Bloomington, Ill.

knows and will tell

Clifford Newdall

A.S.A.A. (London, Eng.) C.P.A. (Indiana)

ACCOUNTANT & AUDITOR

33 WEST 42ND STREET

NEW YORK CITY

Income Tax System Auditing

Portland Dailies Now 100% Ludlow Equipped

PORTLAND, Oregon, is a metropolitan city of some 300,000 people. Its large advertisers appreciate the superior service of Ludlow typefaces. The Portland newspapers, alive to the importance of satisfied customers, have provided the best advertising equipment money can buy.

The Morning Oregonian installed its first Ludlow equipment about six years ago. The Oregon Journal was a close second. Three years later the Portland Telegram "saw the light" and installed the Ludlow. Today, with the Portland News operating on the Ludlow basis, all four dailies are Ludlow-equipped. Since their first Ludlows were installed, these papers, one by one, have further endorsed the Ludlow system of composition by installing additional Ludlows.

The Ludlow system enables the newspaper to dress up its pages with attractive feature heads, and its advertising columns with carefully designed, new, clear-cut faces in any size from 6 to 60 point in endless quantities.

Ludlow benefits accrue alike to newspapers, commercial, job and specialty printers. The Ludlow fits into every shop—large or small. The Ludlow system improves typography, lightens the compositor's work and reduces cost of production.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

PENNSYLVANIA

—A TEN BILLION DOLLAR STATE

The total value of farm products in Pennsylvania amounts to	$500,000,000
The total value of manufactured products amounts to	8,500,000,000
The total value of coal produced amounts to	900,000,000
The total value of oil produced amounts to	66,000,000
The total value of natural gas produced amounts to	32,000,000
The total value of other minerals mined amounts to	22,000,000
Total	$10,020,000,000

Pennsylvania is a producer and with its workers comes a demand for goods of all kinds. Pennsylvania workingmen, particularly the skilled artisans (and there are hundreds of thousands of these), demand merchandise of the better kind.

Pennsylvania farmers want and buy modern economical household and farm equipment and automobiles. Merchandise of all kinds is in demand.

Thriving cities and towns are dotted closely over the state —each one potentially a profitable distributing point for your product—each a market center for a hustling community with railroads and trolley lines "spider-webbing" in every direction.

Density of population and diversity of needs make Pennsylvania an ideal market for the alert advertiser.

		Circulation	2,500 lines	10,000 lines
**Allentown Call	(M)	28,398	.09	.09
**Allentown Call	(S)	17,114	.09	.09
†Bloomsburg Press	(M)	6,750	.029	.029
*Chester Times	(E)	15,257	.055	.055
††Coatesville Record	(E)	6,097	.035	.03
**Connellsville Courier	(E)	6,006	.0179	.0179
††Easton Express	(E)	21,039	.07	.07
††Easton Free Press	(E)	12,711	.05	.05
††Erie Times	(E)	28,595	.08	.08
**Harrisburg Telegraph	(E)	39,537	.095	.095
††Johnstown Ledger	(M)	15,879	.05	.05
*Oil City Derrick	(M)	6,296	.035	.035
†Pottsville Republican and Morning Paper	(E&M)	14,034	.07	.06
Scranton Republican	(M)	32,180	.12	.10
††Scranton Times	(E)	39,412	.12	.10
*Sharon Herald	(E)	5,391	.021	.021
†Sunbury Daily Item	(E)	4,216	.021	.018
*Warren Times-Mirror	(E&M)	8,115	.036	.036
**Washington Observer and Reporter	(M&E)	16,971	.06	.05
††West Chester Local News	(E)	11,057	.03	.03
**Wilkes-Barre Times-Leader	(E)	22,599	.08	.05
††York Dispatch	(E)	17,873	.05	.05
††York Gazette and Daily	(M)	17,360	.05	.05

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

SOUTHEASTERN A. A. C. W. CONVENTION CHOOSES NASHVILLE FOR 1924

Porter of Atlanta Named President in Closing Session at Birmingham—Lou Holland Speaks on "World Wide Advertising"—Truth in Ads Stressed

NASHVILLE, TENN., is the convention city for 1924 of the Southeastern Division of the Associated Advertising Clubs of the World, according to the unanimous verdict of the closing session held at the Tutwiler Hotel, Birmingham, Ala., Tuesday, Oct. 30.

Herbert Porter, of Atlanta, was elected president of the club, defeating W. W. Wood of Birmingham. The other officers named were: Eric Tatum of Nashville, vice-president; J. A. Perry of Cuthbert, Ga., secretary-treasurer.

The Tuesday afternoon session was executive and was taken up with reports of the officers. The last business was finished at 2.30 and was followed by the Advertising Club of Birmingham's industrial parade which was three miles long and displayed floats of manufacturers, merchants, and distributors of the city. The float of the Advertising Club of Birmingham was decorated in pure white and had "Truth in Advertising," sitting enthroned on top of the world.

At the annual banquet which concluded the meeting, held at 6 o'clock Tuesday evening, John C. Henley of the Birmingham Publishing Company was the toastmaster. There was as little discussion of shop as possible among the advertising men.

"The Newspaper As a Power in Community Building," "Advertising As a Liberal Education," and "Store News And Its Value In Advertising," were subjects at the Tuesday morning session. A. H. Weigel, of the Standard Corporation of Chicago, Prof. Allen G. Loehr, of Birmingham Southern College, and Victor H. Hanson, publisher of the Birmingham News, were the speakers.

Aside from these addresses, roundtable discussions and reports from each club on the work it has accomplished, formed a part of the morning program.

Weigel, in discussing store news and its value, said: "Store news is as essential to store publicity as the news columns are to the newspaper. The patrons of the store are vitally interested in the store activities, both in a merchandising and in a sales way. All advertising cannot be based upon sales events. The arrival of new merchandise is as important news as the cut price bargain sale."

The address of Prof. Allen Loehr plainly showed the liberal education in advertising. He told of conditions in China, how education had spread there and how it is being spread here. At the college where he is a teacher, much information is obtained from the advertisements. But recently, he said, a page advertisement in the Birmingham News of a certain product told how the article in question was manufactured and that was a theme of study. Mr. Victor Hanson was introduced by L. J. Wilhoite, of the Chattanooga Times.

Mr. Hanson, in his talk, told of the duties of a newspaper and the power for good that can be accomplished by the newspaper, and recited conditions as existing a year ago in Birmingham that were overcome by newspaper advertising education.

Strict attention was given Lou Holland, president of the Associated Advertising Clubs of the World, A. Wilson-Lawrence, chairman of the On-To-London committee, and Carl Hunt, at the Monday night session of the convention to which the public was invited.

Mr. Holland paid a tribute to his section of the country, and called attention to what had been done in California for advertising. His subject was "World Wide Advertising," and he mentioned the rivalry existing in the West and Northwest among Portland, San Francisco, Los Angeles, Fresno, and said that there was a similar case in this district between Birmingham, Atlanta and Chattanooga. He said that there was no doubt but that advertising had built up the country. And he refrred again to California and what had been done there with its products.

He told of the working of the Associated Advertising Clubs of the World, with its 271 unit clubs and membership of 27,000. The effort to bring about truth in advertising is not lagging he said. Forty-two Better Business Bureaus have been organized, and other work done, he announced.

F. A. Wilson-Lawrence, spoke on "Should America's Business Success Be Dependent On Our Foreign Trade." He called attention to the fact that the world is contracting, space has been annihilated by the radio, the airplane, and the express train. Foreign trade is the outlet for surplus production of factories—the surplus that means profit for it demolishes overhead, he said.

Carl Hunt spoke on "No Advertiser Should Be a Liar In His Own Home Town." He urged truth in advertising as a salvation and said that what has been spent towards this end has not been spent in vain. To teach the advertiser to avoid meaningless superlatives is a task that will have results, he declared.

The round-table discussion "Advertising Merchandising and Management," which was led during Monday afternoon by Fred J. Holberg, brought about a number of questions and talks. Holberg, with 23 years experience as advertising manager of stores and for many years with the Saks establishment, Birmingham, told of the work done in his line. He said it was absolutely necessary for the advertising man to know the merchandise and to offer bargains.

L. J. Wilhoite presided at the Monday afternoon sessions. A. N. Mitchell, general Southeastern freight agent of the Baltimore and Ohio railroad at Atlanta, spoke on "Relation of Transportation to Advertising," and told of the advertising railroads were doing, not only of their service but of the territory through which they operate and draw patronage from.

Charles B. Marsh, of the Birmingham Age-Herald, spoke on "What Can and Do the Newspapers Sell the Advertiser"; B. A. Davey on "The Southeastern District"; Paul Roberts, president of the Independent Life Insurance Company of Nashville, on "Advertising to Lengthen Life" and John H. DeWilde, manager merchants' service department of Ely and Walker Company, on "Assisting the Retailers."

Sunday morning Advertising Experts spoke in many Birmingham Churches on "Truth in Advertising." Monday morning the business sessions opened with a number of addresses of welcome by city officials.

TINSMAN HEADS AD COURSE

National Specialists Will Address N. Y. "Copy" School

The Educational Committee of the Advertising Club of New York is offering a splendid course on "Copy" and has secured the services of Robert Tinsman, president of the Federal Advertising Agency, New York. Mr. Tinsman will be Gold Medal Instructor in the first of a series of special courses on Copy, Visualization and Space-Buying, and has written eight lectures on the eight divisions of the general subjects.

These lectures begin Oct. 22, and will be given thereafter each Monday and Wednesday evening at 7:45 o'clock at the Advertising Club. Mr. Tinsman will be in charge of the meetings at which these subjects will be discussed and illustrated by a different lecturer each evening, a specialist on the subject in hand, whose views may or may not agree with Mr. Tinsman's. At the opening session, Mr. Tinsman will make a general talk on "Copy," which will be an introduction to the course. The remainder of the evening will be given over to the class manager, Frank G. Hubbard, assistant treasurer and general manager of Barton, Durstine & Osborn, who will distribute copies of Mr. Tinsman's essay, and organize the study work of the course.

The eight lectures will be on the following subjects, with the following speakers: Oct. 24, "Fertilizing the Copy Field and Getting Ready for the Campaign," A. H. Deute, Borden Sales Company; Oct. 31, "Direct Mail Copy," Homer Buckley, Buckley-Dement Company; Nov. 7, "Trade and Technical Copy," W. H. Beattie, Newell-Emmett Company; Nov. 14, "The Woman Appeal in Copy," Mrs. Stanley Resor, J. Walter Thompson Company; Nov. 21, "Making Them Read It," Frank Irving Fletcher; Dec. 5, "Human Interest in Copy," Bruce Barton, Barton, Durstine & Osborn; "Mail Order Copy," Mr. Gundlach, of the Gundlach Advertising Company, Chicago; Dec. 19, "The Copy Style," James Wallen.

The course is so arranged that Monday evenings are given over to the lecture, while on Wednesday evenings, an open discussion of it follows.

Election Victory Means More Ads

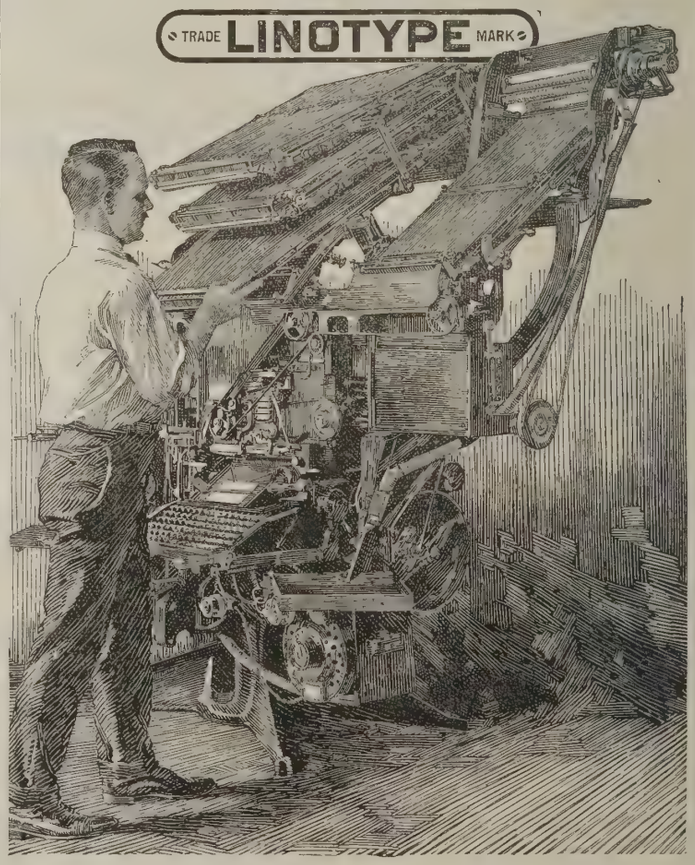
A question of no small interest to Ohio newspaper publishers is the proposed amendment to the state constitution, to be submitted to the voters Nov. 6, whereby the secretary of state will be permitted to advertise proposals for referendum and petition through the newspapers. Under the present provision such advertising must be done through "publicity pamphlets" sent out to each voter. Supporters of the new plan claim that the newspaper advertising will be the cheaper of the two methods.

Changes in Manistee, Mich.

William E. Smith, business manager, has been placed in charge of the advertising department of the Manistee (Mich.) News-Advocate, succeeding James R. Smith. Maurice E. Olson has been promoted from circulation manager to assistant advertising manager. Clarence V. Smazel, reporter, has been elevated to city editor, succeeding Henry G. Hunt, who will join the staff of the Saginaw News-Courier.

The Single Keyboard Model 14

TRADE LINOTYPE MARK



Three main magazines and a 34-channel auxiliary all operated from one power-driven keyboard. Any magazine can be changed without disturbing the other magazines or the auxiliary.

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N. Y.

Composed entirely on the LINOTYPE

A Market for Luxuries

NEW ENGLAND

	Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,852,356			
††Attleboro Sun .....(E)	5,164	.0275	.0175
††Boston Sunday Advertiser...(S)	490,588	.70	.70
†Boston Globe .....(M&E)	282,437	.45	.45
†Boston Globe .....(S)	322,418	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
††Boston Transcript .....(E)	34,282	.20	.20
**Fall River Herald .....(E)	14,620	.045	.045
**Fitchburg Sentinel .....(E)	11,191	.055	.045
††Greenfield Recorder .....(E)	3.241	.0175	.0175
*Haverhill Gazette .....(E)	15,916	.055	.04
**Lynn Item .....(E)	16,498	.06	.045
**Lynn Telegram News....(E&S)	17,004	.05	.05
††Lowell Courier-Citizen and Evening Leader .....(M&E)	21,696	.06	.06
**New Bedford Standard-Mercury (M&E)	32,425	.08	.08
*New Bedford Sunday Standard (S)	26,087	.08	.08
†North Adams Transcript.....(E)	9,334	.0375	.03
††Salem News .....(E)	20,702	.09	.07
Taunton Gazette .....(E)	8,263	.04	.03
*Worcester Telegram-Gazette (M&E)	78,052	.24	.21
*Worcester Sunday Telegram..(S)	44,470	.18	.15
MAINE—Population, 768,014			
††Bangor Daily Commercial...(E)	14,448	.05	.04
**Portland Press Herald....(M&S)	32,473	.08	.08
**Portland Express .....(E)	28,400	.10	.07
**Portland Telegram .....(S) (Sunday Edition Express)	28,734	.10	.07
††Waterville Sentinel .....(M)	5,886	.035	.025
NEW HAMPSHIRE—Population, 443,683			
††Keene Sentinel .....(E)	3,422	.03	.024
RHODE ISLAND—Population, 604,397			
††Newport Daily News.....(E)	6,530	.0336	.0293
**Pawtucket Times .....(E)	24,453	.10	.06
†Providence Bulletin .....(E)	61,238	.15	(A).215
†Providence Journal .....(M)	32,086	.09	(A).215
†Providence Journal .....(S)	57,436	.14	.14
††Providence Tribune .....(E)	22,848	.10	.09
**Westerly Sun .....(E&S)	4,601	.025	.025
**Woonsocket Call .....(E)	13,553	.04	.04
(A) Combination rate Daily Journal and Eve. Bulletin.			
VERMONT—Population, 352,428			
**Barre Times .....(E)	6,719	.03	.025
††Bennington Banner .....(E)	3,051	.0125	.0125
Burlington Daily News .....(E)	7,183	.04	.04
**Burlington Free Press.....(M)	12,230	.05	.05
**Rutland Herald .....(M)	10,245 *	.04	.04
††St. Johnsbury Caledonian-Record (E)	3,810	.0214	.015
CONNECTICUT—Population, 1,380,631			
†Bridgeport Post-Telegram..(E&M)	45,201	.14	.14
†Bridgeport Post .....(S)	19,926	.09	.09
**Hartford Courant .....(D)	33,157	.08	.08
**Hartford Courant .....(S)	50,185	.11	.11
††Hartford Times .....(E)	45,125	.12	.12
**Meriden Record .....(M)	7,255	.045	.025
†Middletown Press .....(E)	7,897	.03	.025
††New Haven Register.....(E&S)	37,063	.11	.10
**New London Day .....(E)	11,350	.06	.045
††Norwich Bulletin .....(M)	12,248	.07	.05
**Norwalk Hour .....(E)	5,300	.03	.03
**Stamford Advocate .....(E)	8,627	.0375	.03

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.
** A. B. C. Statement, Sept. 30, 1923.
†† Government Statement, Sept. 30, 1923.

Anyone familiar with New England realizes the immense market for luxuries in this territory. First there is the inherited wealth and accumulated capital, giving the income with which to buy. Then there is the cultivation which leads to purchase.

New England has absorbed an enormous number of phonographs and records. It has long been a profitable territory for pianos and other musical instruments. It is the foremost book market in the country. The demand for sporting goods is exceptional.

It must be remembered that New England's population is chiefly urban—80% live in cities where there is more social life, more gathering together for sports and amusements, a freer spending of money and more money to spend.

These are the underlying causes why New England is such a rich market for merchandise of the luxury class. Many examples can be shown of articles that have been profitably advertised in these

NEW ENGLAND
DAILY NEWSPAPERS

Our Own World of Letters

By JAMES MELVIN LEE

FOR some, "Adventures in Journalism," by Sir Philip Gibbs (Harper & Brothers), will be twice read tales. To those chapters which previously appeared in the magazine, attention has been called in this department. But the book is worth a third reading by newspaper people.

The opening chapter should be "required reading" for the cub reporter. From it the old-timer gets a new vision on the dignity of his calling. In spite of what critics say about the corrupt and kept press it is newspaper work for which Mr. Gibbs speaks when he says:

> It is still one of the best games in the world for any young man with quick eyes, a sense of humor, some touch of quality in his use of words, and curiosity in his soul for the truth and pageant of our human drama, provided he keeps his soul *unsullied from the dirt.*

The italics are mine.

The third reading ought to be not for entertaining but for instruction. Such comments as the following are worth careful study:

> On the whole, I don't much believe in the editor or reporter who sets his soul on "scoops," because they create an unhealthy rivalry for sensation at any price—even that of truth—and the "faker" generally triumphs over the truth-teller, until both he and the editor who encouraged him come a-cropper by being found out.

The chapter from which this quotation is made deals with the exposure of Dr. Cook and his alleged discovery of the North Pole. It is full of tips on how to handle big stories. Such tips, however, are so hidden in the text that they can only be seen by those who have an eye for news—a more accurate expression than the so-called nose for news.

In the same way, a careful study will show the bag of tricks used by Mr. Gibbs so effectively in his character delineations, but they work equally well whether Mr. Gibbs is portraying a British ruler or a Bolshevik anarchist.

A by-product of this third reading will be an entertaining glimpse of Fleet street—the newspaper center of London. To this street, Mr. Gibbs always returns. What is the reason? Let Mr. Gibbs answer:

> The thrill of chasing the new "story," the interest of getting into the middle of life, sometimes behind the scenes of history, the excitement of recording sensational acts in the melodrama of reality, the meetings with heroes, rogues, and oddities, the front seats in the peep show of life, the comedy, the change, the comradeship, the rivalry, the test of one's own quality of character and vision, drew me back to Fleet street as a strong magnet.

In his concluding chapters, Mr. Gibbs speaks of his adventures in the United States. And in his concluding paragraph he strikes the following note which may well end this comment:

> But of all my journalistic adventures, I count these American experiences as my most splendid time, and for the American people I have a deep gratitude and affection. I can only try to repay their kindness by using my pen whenever possible to increase the friendship between our countries, to kill prejudice and slander, and to advocate that unwritten alliance between our two peoples which I believe will one day secure the peace of the world.

* * *

WILLARD GROSVENOR BLEYER, Director of the School of Journalism at the University of Wisconsin, has just brought out a revised edition of his "Newspaper Writing and Editing" (Houghton Mifflin Company). In this revision, Professor Bleyer has brought his book up to date and has called attenton to the various changes in newspaper editing which have taken place in the last decade. He has laid even greater stress on the importance of accuracy in every detail of newspaper making. He has not, however, changed the general plan of his original book.

He has aimed to compile a text not only for use in college classes in journalism but also for the study by practical newspaper workers. His book concludes with a chapter on the function of the newspaper which emphasizes the reporter and his problems.

FROM the Chicago Tribune comes a book entitled "Tribune Tower Competition." The competition was for the most beautiful building to be the future home of that newspaper. Over two-hundred and fifty designs are reproduced in the volume, which makes it an encyclopedia of that type of American architecture which shows itself in the so-called sky-scraper.

So far as beauty is concerned, the book carries out the ideals of the competition. In a competition of the most beautiful books recently printed, "The Tribune Tower Competition" would be a promising entry. The printing found therein is a work of art. The delicate etchings and the photographic reproductions are beautifully executed. The burlap binding is quietly opulent. In fact, everything about the book is in most excellent taste.

Obviously, the book will not be of much help to the average newspaper publisher in designing a building, as the designs shown in the book necessitate an expenditure of money beyond the purse of most newspapers. So far as the Chicago Tribune is concerned, the book proves again the truth of the saying of the old green copy book, "Great oaks from little acorns grow." In striking contrast is the picture of the building in which the first issue of the Chicago Tribune was printed on June 10, 1847, and the reproduction of the design which won the first prize in the competition.

* * *

NEWSPAPER workers interested in foreign journalism will possibly find it worth their while to glance at two articles in recent issues of The Living Age. That of October 6, contains an article entitled "A Modern Newspaper Trust." It takes up Lord Rothermere and his press policies. A better title for the article would be "Journalistic Jazz Music." To the issue for October 13, E. T. Raymond contributes "A Living Corpse," a study in devitalized journalism. The pivotal point around which the article revolves is The Daily Herald—a London labor sheet. Both articles are attacks on London journalism.

* * *

ANYONE who saw the New York newspapers immediately after the end of the strike of the pressmen in that city, will appreciate the humor of F. P. A's. line in his column of The New York World, "Papers are now back to abnormal size."

* * *

TO me, the most interesting item that F. P. A. has printed recently, is the following comment about the revised edition of my "History of American Journalism" (Houghton Mifflin Company):

> Mr. James Melvin Lee's "A History of American Journalism" is an interesting book. That is a bad thing to say about a book, because it arouses in the reader a resistance. When we read that a book is interesting, we say, "Is that so? Possibly to you, but not to me." Well, "A History of American Journalism" is interesting to us, though we quarrel with Professor Lee on some minor points.
>
> "As late as 1881," Mr. Lee says, "Charles Dudley Warner complained that the newspaper columns outshine the shelves of the druggist in the display of proprietary medicines, until Samuel Hopkins Adams, in a series of articles in Collier's Weekly entitled The Great American Fraud, exposed the chicanery of patent medicine manufacturers and exposed the worthlessness of many of their concoctions." And many otherwise excellent papers still are directories of patent medicines. A doughty crusader was Mr. Adams, but the evil he tilted against still exists.
>
> In the opinion of Mr. Lee—and we are in strong accord with him here—"the ethics of journalism are higher than those of any other profession. What the press does is known and read by all men. It does not print one edition for one class of subscribers and another for another." Our addition to this is that American journalism ought to be about three times as good as it is. So, for that matter, ought the human race.

I quite agree with F. P. A. that American newspapers ought to be better.

140,000 Circulation

The Capital of the nation's largest newspaper, covering Virginia, West Virginia, and southern Maryland.

Over 50% more circulation than any other Washington Sunday paper.

Sunday Times-Herald

G. Logan Payne
Publisher and General Manager

National Advertising Representatives
G. LOGAN PAYNE COMPANY
Chicago, Detroit, St. Louis, Los Angeles

Payne, Burns & Smith
New York and Boston

SAWARD, BAKER & Co., Ltd., is a British Advertising *organisation,* a smooth-running machine, every piece of which conducts a particular function so unobtrusively that the man who uses the machine need scarcely be aware of its existence.

Such a machine is immensely valuable to the American manufacturer cultivating the British market—valuable as a machine.

But behind the Saward, Baker organisation, directing the machine, putting human life into its activities, are big personalities in constant contact with their fellow men and women, continually exchanging ideas—salesmen all.

It is a good combination, a combination that has placed Saward, Baker & Co., Ltd., in the forefront of the British advertising agents, and justifies their claim to producing advertising that sells—advertising from A to Z.

The Managing Directors of Saward, Baker & Co., Ltd. (Mr. H. G. Saward and Miss E. M. Woodyard), are at present in the United States. If you care to talk to them about conditions in Great Britain, please communicate with them at the offices of the Printers' Ink Publishing Co., 185 Madison Avenue, New York City.

SAWARD, BAKER & Co., Ltd.
Advertising from A to Z
27 Chancery Lane, London, W.C.2

"OHIO is FIRST"

As a Consistent and Progressive Buying State

MOST people think of Ohio as one of the great industrial states—and it is. In many industries it ranks first. But Ohio produces CROPS, too. The state ranks fourth in value of farm crops—which fact indicates that the soil still figures as one of Ohio's dependable sources of wealth.

There are 255,079 white farmers in Ohio. Of these 28,475 are worth more than $10,000. Of the native white farmers 165,688 are farm owners. The total number of farms owned is 177,986.

Ohio outranks all other states in the Union, in the diversity of farm products, a fact worthy of consideration for that very vital reason.

Not one farm or farmer is too remote from a city to benefit by the regular visits of a daily newspaper. In fact Ohio newspapers cover the state and make a thorough job of it.

There is no unresponsive population in Ohio. The people are of a high average education, home life measures up to the best and first American standards.

To participate in this propitious territory, to reap the reward in proportion to the enormous possibilities, the shrewd National Advertiser insists that his business announcements must be kept continuously in the following list of Ohio Daily Newspapers.

They have helped numerous manufacturers to win a place in Ohio and to hold it. They can help others.

		Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal	(E)	39,177	.10	.10
*Akron Times	(E)	22,782	.06	.06
*Akron Sunday Times	(S)	21,773	.07	.07
††Bellefontaine Examiner	(E)	4,631	.02	.02
††Cincinnati Enquirer	(M&S)	75,017	.17-.35	.17-.35
††Columbus Dispatch	(E)	87,561	.17	.16
††Columbus Dispatch	(S)	75,961	.17	.16
Columbus, Ohio State Journal	(M)	50,124	.12	.13
Columbus, Ohio State Journal	(S)	29,206	.12	.13
†Conneaut News Herald	(E)	3,040	.0225	.0225
††Dover Daily Reporter	(E)	4,771	.02	.02
††Ironton Irontonian	(M)	3,400	.0179	.0179
Kenton Democrat	(E)	2,400	.014	.014
††Lima News and Times-Dem.	(E&S)	16,970	.06	.05
*Lima Republican-Gazette	(E&S)	10,610	.05	.05
Lorain Journal	(E)	4,866	.025	.018
††Middletown Journal	(E)	5,279	.025	.025
†Newark American-Tribune	(E)	6,980	.025	.025
New Philadelphia Times	(E)	6,339	.025	.025
Piqua Call and Press Dispatch	(E)	6,073	.03	.03
††Portsmouth Sun and Times	(M&E)	17,746	.06	.06
††Portsmouth Sun-Times	(S)	12,575	.04	.04
**Springfield Sun	(M)	14,022	.035	.035
†Steubenville Gazette	(E)	8,551	.03	.03
**Toledo Blade	(E)	107,009	.27	.25
††Toronto Tribune	(E)	1,138	.015	.015
**Youngstown Vindicator	(E)	27,856	.07	.07
**Youngstown Vindicator	(S)	26,559	.07	.07

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

RICHARD A. FARRELLY DIES IN NEW YORK

Veteran Hearst Editor, Who Retired in 1917, Victim of Heart Attack at His Home, October 26

Richard A. Farrelly, aged 65, widely known New York newspaperman, who after long service with the New York World and the Hearst organization retired in 1917, died Oct. 26, at his home in New York City.

He had just recently returned with his wife, Catherine, from a tour of England, France and Italy.

Born in New York, May 31, 1858, Farrelly was the son of James Farrelly, a prominent New York lawyer. He started his newspaper career as a reporter on the New York World, where he soon proved himself an all-around newspaperman, holding every position in the World's news department from reporter to managing editor. At one time he represented the World at Albany as political correspondent. Then, at the time of the Johnstown flood, sent to cover for the World, he wrote an extraordinary account, taking many serious risks in "running down" the story.

In the latter part of 1895, when William Randolph Hearst came to New York City and bought the Morning Journal, Farrelly left the World to accept a position with the Hearst organization. He became managing editor of the New York American in 1898. He was later managing editor of the Boston American. Subsequently he was placed in charge of the International News Service, which position he held until his retirement in 1917.

"Farrelly was unusually well-informed and a very brilliant writer," was the tribute paid by S. S. Carvalho, long associated with Mr. Farrelly on the New York American. "He was a real newspaperman, capable of holding down successfully every position in the news end of a paper."

PHILIPPE MILLET

Petit Parisien Foreign Service Director Dies

Philippe Millet, aged 42, Director of Foreign Service of the Petit Parisien and political director of the weekly magazine Europe Nouvelle, died in Paris, Oct. 25, following a short illness.

Over the name of Diplomat, Millet contributed almost daily brilliantly written articles for the Petit Parisien and the Paris Midi.

An ambassador's son, Millet spent his boyhood and youth in England. During the war, he was wounded at the first battle of Charleroi, serving later as liaison officer with the British, and subsequently being put in charge of propaganda in Paris.

In 1920, he was appointed Director of Foreign Politics with Petit Parisien. Only two weeks ago, he returned from Berlin, where he had written a brilliant series of dispatches. He was promoted recently to rank officer of the Legion of Honor by President Poincare.

FRANK C. GRANDIN

Former Dorrance-Sullivan Member Dies in Battle Creek, Mich.

Frank Carlton Grandin, aged 48, formerly a member of the Grandin-Dorrance-Sullivan Company, died Oct. 27, after a long illness at a sanatarium in Battle Creek, Mich. Mr. Grandin, with Sturges Dorrance and George Sullivan, founded the Grandin-Dorrance-Sullivan Agency in New York several years ago, and on last December sold out his interest in this company.

For 23 years prior to that, Mr. Grandin was connected with the Postum Cereal Company, and through this connection, he was known to advertising men from coast to coast.

He started his business career as an office boy under the late C. W. Post. His work was in the advertising department, and that department consisted of Mr. Post, who wrote all of the copy himself. As his business grew, Mr. Post started an advertising department, and Grandin was placed in charge. Some time before his death, Mr. Post organized a cabinet composed of department heads to take care of the details of his business, Mr. Grandin served on this board as the head of the advertising department for several years.

Four years ago he came to New York and founded the Liberty Advertising Agency. In about two years he disposed of his interest in this agency to become a member of the firm of Grandin-Dorrance-Sullivan.

HARDHAM TAKES OWN LIFE

Business Failure Impels Former Philo-Hay President to Deed

W. L. F. Hardham, former president of the Philo-Hay Specialties Company, manufacturing chemists of Newark, N. J., took his own life by shooting at his home in Newark, Oct. 26. The act was committed while receivers of the concern, of which for ten years he had been president, were in conference with New York business interests. Three physicians were called, but attempts to save his life proved futile.

Hardham was widely known to newspaper publishers of the country, being a pioneer in the use of newspaper advertising space.

About a year ago Federal prohibition agents seized the records of the company, following a charge of improper handling of liquor. The loss of the records financially embarrassed the concern and William L. Brunyate was named receiver.

Since the receivership began to function, the formulas of the company and the business were sold to a New York concern which continued to operate under the old name at the Verona avenue plant.

Obituary

ROY BRADLEY WHEELER, aged 41, formerly literary editor of the Los Angeles (Cal.) Times, died Oct. 17. Mr. Wheeler was born in Appleton, Wis.

WILLIAM THEODORE BURKHAM, aged 59, former newspaper man, died at his home, Lawrenceburg, Ind., recently.

J. K. MCINNIS, aged 70, of Regina, Canada, died Oct. 22. Mr. McInnis came to Regina in 1891 to assume the editorship of the Regina Journal.

MICHAEL J. DALY, aged 68, for thirty-seven years a compositor and proofreader on the St. Paul Pioneer Press and Dispatch, and formerly a member of both branches of the City Council, died suddenly on Oct. 26.

WALTER D. KIMBALL, aged 35, is dead at Augusta, Me. He was employed as a printer on the Kennebec Journal, Lewiston Sun and Waterville Sentinel in Maine, and on the Lynn (Mass.) Item.

ROBERT VEITCH, aged 46, publisher of a weekly newspaper at Kingston, Pa., is dead following an operation.

JOSEPH E. SCHNEIDER, make-up man for the Buffalo (N. Y.) Courier for more than 25 years and recently of the Buffalo News, died after a brief illness.

THOMAS KOZIOL, for 13 years publisher of the Omaha (Neb.) Western Star, a Polish language paper, is dead from injuries received in a beating by two South Omaha bootleggers.

GEORGE H. BALLARD, aged 67, former editor of the Mankato (Minn.) Union News, died recently of a paralytic stroke.

ARTHUR EGLEY, aged 53, editor of both the Peshtigo (Wis.) Times and Coleman (Wis.) Citizen, died recently, after undergoing an operation.

CHARLES R. MARKS, aged 67, until recently managing editor of the Terry (Mont.) Tribune, died recently.

MRS. SUSANNAH C. BAKER, aged 64, mother of H. A. Baker, staff photographer of the Buffalo (N. Y.) Enquirer, died recently.

A. B. WEITZ, advertising solicitor for the Tulsa (Okla.) Tribune, was crushed to death last week when a bus in which he was riding was struck by a train.

A. H. ANSON, president of the Power & Paper Company, Abitibi, Montreal, died Nov. 1, following an operation.

FRED R. WATERS, aged 44, formerly a reporter on the Portland (Ore.) Oregonian, Portland Telegram and Salem Statesman, for a time an independent publisher at Toledo, Ore., died at his home in Salem Oct. 22.

GEORGE F. CANIS, aged 67, who was a member of the editorial staffs of various New York newspapers in the early 80's, died suddenly Oct. 29, in New York.

WILLIAM G. WARNOCK, aged 50, for thirteen years telegrapher and staff correspondent of the International News Service in Syracuse, N. Y., died recently in New Haven, Conn.

MEYER NAMES HIS STAFF

St. Louis Ad Club President Announces Committee Executives

Carl F. G. Meyer, president of the Advertising Club of St. Louis, has announced the appointment of chairmen and vice-chairmen of standing committees, who, with the officers, comprise the executive committee, as follows:

A. A. C. of W. Contact—Chairman, George M. Burbach; vice-chairman, M. E. Holderness.

Acquaintance and Welfare—Chairman, George E. Gayou; vice-chairman, Walter S. Donaldson.

Attendance — Chairman, E. L. Hill; vice-chairman, S. J. Keiffer.

Constitution and By Laws—Chairman, P. M. Fahrendorf; vice-chairman, Edward T. Hall.

Convention—Chairman, Arthur Siegel; vice-chairman, J. Carr Gamble.

Departmental — Chairman, Norman Lewis; vice-chairman, Not announced.

Educational—Chairman, John H. DeWild; vice-chairman, Dan A. Ruebel.

Finance—Chairman, Frank W. Swann; vice-chairman, John Ring, Jr.

Foreign Trade — Chairman, Max Koenigsberg; vice-chairman, Paul Brown.

Forward St. Louis—Chairman, Nelson Cunliff; vice-chairman, Charles Williams.

General Entertainment—Chairman, W. J. Johnson; vice-chairman, E. R. Gardner.

House—Chairman, Felix Coste; vice-chairman, Edward Mead.

Legislation and Government Co-operation—Chairman, Bert Barnett; vice-chairman, George Gyer.

Membership—Chairman, A. E. Schanuel; vice-chairman, V. C. Houser.

Program—Chairman, Collins Thompson; vice-chairman, Douglas Williams.

Public Speakers—Chairman, Martin Schweig; vice-chairman, A. W. Pauley.

Publication—Chairman, Michael Levy; vice-chairman, F. Mahon.

Publicity—Chairman, Paul Beisman; vice-chairman, A. B. Hendry.

Vigilance—Chairman, Nelson Darragh; vice-chairman, Jas. Newell.

WATSON ON N. Y. WORLD

Becomes Art Critic, Succeeding Tyrrell, Now in Editorial Position

Starting Oct. 21, Forbes Watson, editor of the Arts Magazine, became art critic of the New York World, taking the place of Henry Tyrrell, who continues with the newspaper in an editorial capacity.

A graduate of Harvard, Class of 1902, Watson first studied law at Columbia University. But all his life he had been interested in art, and, when the opportunity came, he went abroad to study in Paris. Returning from France after about three years, he wrote many articles on art for various magazines of this country. Later he became art critic on the New York Evening Post, which position he held for five years.

The St. Regis Paper Company
and the
Hanna Paper Corporation
NEWSPRINT
Daily Capacity 425 Tons
WE SOLICIT YOUR INQUIRIES
GENERAL SALES OFFICE
30 East 42nd St., New York City, N. Y.
Chicago
620-621 McCormick Bldg.
Pittsburgh
1117 Farmers Bank Bldg.

The Business Men
of your community will value the authentic statements of
ROGER W. BABSON
on the business and financial situation, above any other single piece of news that you can print.
Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.
SPECIMEN RELEASES AND RATES ON REQUEST

WHAT OUR READERS SAY

Another Press Relic

LINCOLN, Neb., September 19, 1923.

To EDITOR & PUBLISHER: Copy of EDITOR & PUBLISHER of September 15 has just arrived and I feel constrained to refer to two articles in it that are very interesting to me. In fact, there is always something interesting in your magazine that is of interest to a man that has the sense of printing at heart, and, as I said before, I am receiving regularly four of the best in the land, and "what more could a fellow ask?"

First is the story on page 27 relating to T. W. McCullough of the Omaha Bee. I have known Mr. McCullough ever since he went to work on the Bee, and know him to be all he is represented, and more, too. There is nothing too good but what might be said of this man, but as far as his printing longevity is concerned, I have him "skinned a mile." This is my 58th year in the printing game. I started in on the Youth's Companion and Boston Journal in 1865. As soon as school closed in June I went into the companion office. I was eight years old the next November. Since that time I have never lost sight of a printing office, for when I was getting my education I was the school correspondent, or, if near enough, a reporter, writer, and almost 40 years as editor. Today I am still at it, although my time is mostly engaged in writing the Nebraska Press History, and other feature stuff. I have traveled some and worked in printing offices in all parts of the country, and have been in Nebraska 42 years.

Second is the story of the old printing presses on page 10. These stories are always interesting, and some of them I have read before. The story of the old Griswold press is not new to me, for I had almost the same story and it was printed in the Nebraska Mid West Printer and Publisher some months ago.

But I would like to say to you, as I have said to other publications, that I have a real treasure in the press line which is now occupying an important place in the rooms of the Nebraska State Historical Society. This is the first Gordon jobber that the old G. P. Gordon ever presented to the printing world. It was made in 1851, and as far as can be ascertained is the only one of like model in the world.

Years ago I had the misfortune of having a mania for buying out dead newspaper offices and have been fortunate in always buying them so that a profit could be shown, and in one of these outfits I secured this press. It is a relic and must be seen to be appreciated. Its action is the reverse of the modern press of today, in that the type comes down to the tympan. The disk runs clear over the back of the press and is curved something like a yard long. The cogs are large and clumsy. It is a hard kicker and a hand destroyer, for if you stick your hand in after you place the stock, in order to give it a little straightening, you are liable to have a sore hand if there is any of it left.

I think your efforts in reproducing newspaper statistics of the several states is unique, instructive, and worthy of the highest commendation, and you are certainly entitled to the credit of issuing the very best magazine of its class in the United States.

HENRY ALLEN BRAINERD.

Truth Week Needed

PROVIDENCE, R. I., Oct. 4, 1923.

To EDITOR & PUBLISHER: A query in the columns of your publication written under the caption, "Why a Truth Week" has been called to my attention.

The accompanying matter refers to the fact that truth is the keynote in advertising that lives and counts three hundred and sixty-five days a year, and that the same applies to verbal advertising propounded by highly commissioned salesmen.

If you agree with the National Surety Company in their survey concluding that three billion dollars or $30.00 a year for every man, woman and child in the United States of America, is lost through frauds of one kind or another and dishonesty, then it seems to me that your paragraph mentioned above answers the question propounded in your caption.

You will agree, I am sure, that a great majority of promotions in questionable securities issues involve advertising of one kind or another. According to the National Surety Company and the opinion being confirmed by President Cromwell of the New York Stock Exchange, one-third of the three billion dollars mentioned above must be credited as a result from stock frauds perpetrated by dishonest brokers, promoters and bucketshop operators.

I am enclosing herewith, a copy of a bulletin in which opinions are expressed by periodicals or organizations in a number of trade fields. From this may be seen the attitude of the forethinking element in such businesses.

I am also enclosing a pamphlet outlining the Truth Week plan and some of the results that were accomplished in this city in 1923, at which time an experimental or preliminary demonstration of Truth Week was carried out in a local way before the Truth Week idea was submitted to the Associated Advertising Clubs of the World for their active endorsal.

Since you are so well convinced of the importance of truth in advertising, I have no doubt that the value of the Truth Week idea as a remarkable opportunity for advertising, advertising alike to the consumer and to the reader will recommend itself to you.

In closing, permit me to state that the Truth Week plan was worked out by this particular Bureau and has been advocated by us since its inception. For this reason, we are interested in seeing the idea operated in February, 1924.

S. T. LEAMING, Manager
Better Business Bureau.

Wants Libel Booklet

NEW YORK, Oct. 27, 1923.

To EDITOR & PUBLISHER: Why don't sectional and national publishers' associations have booklets on the libel laws compiled for use of the copy desk?

This "it is said," "it is alleged," and "according to police," goes to ridiculous extremes, while meaning nothing, both from a news and often from a libellous standpoint.

JOHN R. FERGUSON,
The Telegram, New York City.

The Inland's Thanks

CLINTON, Iowa, Oct. 22, 1923.

To EDITOR & PUBLISHER: Please accept the thanks of the Inland Daily Press Association for the splendid report of the Inland meeting in your copy of October 20, which report and copy somehow reaches me here this morning, making a quick journey.

Cordially,
WILL V. TUFFORD,
Inland Daily Press Ass'n. Secretary.

Worth While Trade Journalism

GRAND RAPIDS, Mich., Oct. 4, 1923.

To EDITOR & PUBLISHER: I am very glad to enclose herewith the Herald's check for renewal of my subscription to EDITOR & PUBLISHER. I think you are doing a very fine work in a broad, constant, helpful way. Your publication is one of the finest possible examples of worthwhile trade journalism.

A. H. VANDENBERG,
Editor and Publisher, Grand Rapids Herald.

Brisbane Will Be There

Arthur Bisbane, chief editorial writer for the Hearst publications, will be one of the visitors to the National Editorial Association convention in Oklahoma next year. He has wired the local committee he expects to be in Ft. Worth, Tex., about that time and will arrange a trip to the convention. Macklyn Arbuckle, the actor, and Elbert Hubbard, II., have also announced they will attend.

Crowds Watch Linotype Demonstration

An outstanding feature of the thirteenth annual exposition, recently staged by Rochester, N. Y., was the booth of the Journal and Post Express and Rochester Sunday American, in which a Model 8 linotype was operated daily. A feature of the booth itself was a talk and keyboard demonstration given by W. H. Stubbs, a linotype representative.

Philadelphia Hallowe'en Party

Four newspaper women were hostesses on Hallowe'en to about thirty members of the staffs of Philadelphia papers. The women, Betty Reed and Miriam Long of the Evening Bulletin, and Helen Stockley and Mary Mallon of the Evening Public Ledger, have rented a large studio in Chancellor street which has been used as a miniature "press headquarters" by the newspaper women of the city.

Post-Dispatch Sets a Record

What is thought to be a world record was established by the St. Louis Post-Dispatch last Friday with an issue of 64 pages, which is the biggest regular daily edition ever produced by any newspaper. Of the 512 columns, 399 were advertising. One department store used six pages and 16 separate advertisements of 200 lines each scattered through the paper.

New Courses at N. Y. U.

The Department of Journalism at New York University announces new courses in the short story and in book reviewing. John Farrar, Editor of the Bookman, will have charge of the latter, and Maxwell Aley, fiction editor of the Woman's Home Companion, will teach the advanced course in the short story.

Forest Products Men to Meet

The majority of pulp and paper manufacturers of Watertown, Ogdenburg and northern New York will attend the 18th annual convention of the Empire State Forest Products Association to be held in the Hotel Utica, at Utica, N. Y., Thursday, Nov. 8.

時事新報

JAPAN—
Land of Greater Opportunities

Close upon the heels of destruction came the spirit of determination which always leads to greater things. Japan of today is a land of greater opportunities for American exporters—a market that should be given immediate attention by the American manufacturers.

All Japanese from the most humble worker to the most influential citizen are anxious to emphasize their appreciation of the wonderful American generosity which has brought such great relief to thousands of stricken people. Words fail to express the gratitude that is in the heart of every Japanese. This American generosity has made possible the rapid upbuilding of the great Japanese markets.

IMPORTANT ANNOUNCEMENT

The Jiji Shimpo resumed printing regular editions September 12. Since September 2 so called "extra" editions, reduced in size, were printed every day until regular editions were possible. The entire Jiji plant was destroyed but co-operation in publishing circles and the spirit of progress so characteristic of the modern Japanese press has made it possible for the Jiji to resume its position of leadership with complete editions every day.

THE JIJI SHIMPO

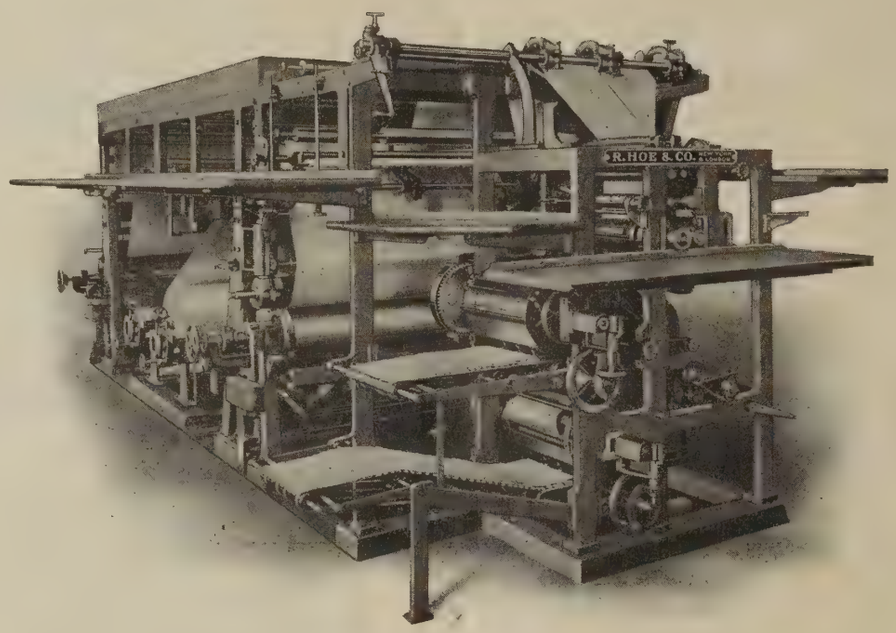
Cables:
"Jiji Tokyo," Tokyo, Japan
Bentley Code

Morning and Evening Editions

AMERICAN HEADQUARTERS
Canadian Pacific Building, 342 Madison Ave., New York
Joseph P. Barry, Representative

"In Japan, the Buyers Read THE JIJI"

For the Best
Rotary Photogravure Work
Use a HOE Press



HOE ROTARY PHOTOGRAVURE 16-PAGE PRESS

TEN of these machines are being built for the New York Times to supplement their present battery of five HOE ROTARY PHOTOGRAVURE PRESSES.

Among other users of HOE ROTARY PHOTOGRAVURE PRESSES are:

*Art-Gravure Corp., New York City
Cleveland Plain Dealer
Curtis Publishing Co.
Chicago Tribune
Detroit News
Los Angeles Examiner
Los Angeles Times-Mirror
Philadelphia Public Ledger
St. Louis Post-Dispatch
San Francisco Examiner
Toronto Star
Amalgamated Press, London
Associated Syndicate, London
Cape Town Times
R. Clay & Sons, London
Petit Parisien

* Printing Sunday sections for many newspapers throughout the country.

The same high standard of design and manufacture which has made HOE newspaper and magazine presses pre-eminent, is embodied in HOE ROTARY PHOTOGRAVURE machines, thus insuring efficiency and economy of operation, and *a product of unequalled excellence.*

R. HOE & CO.

504-520 Grand Street, New York City

Chicago, Ill.
7 So. Dearborn St.

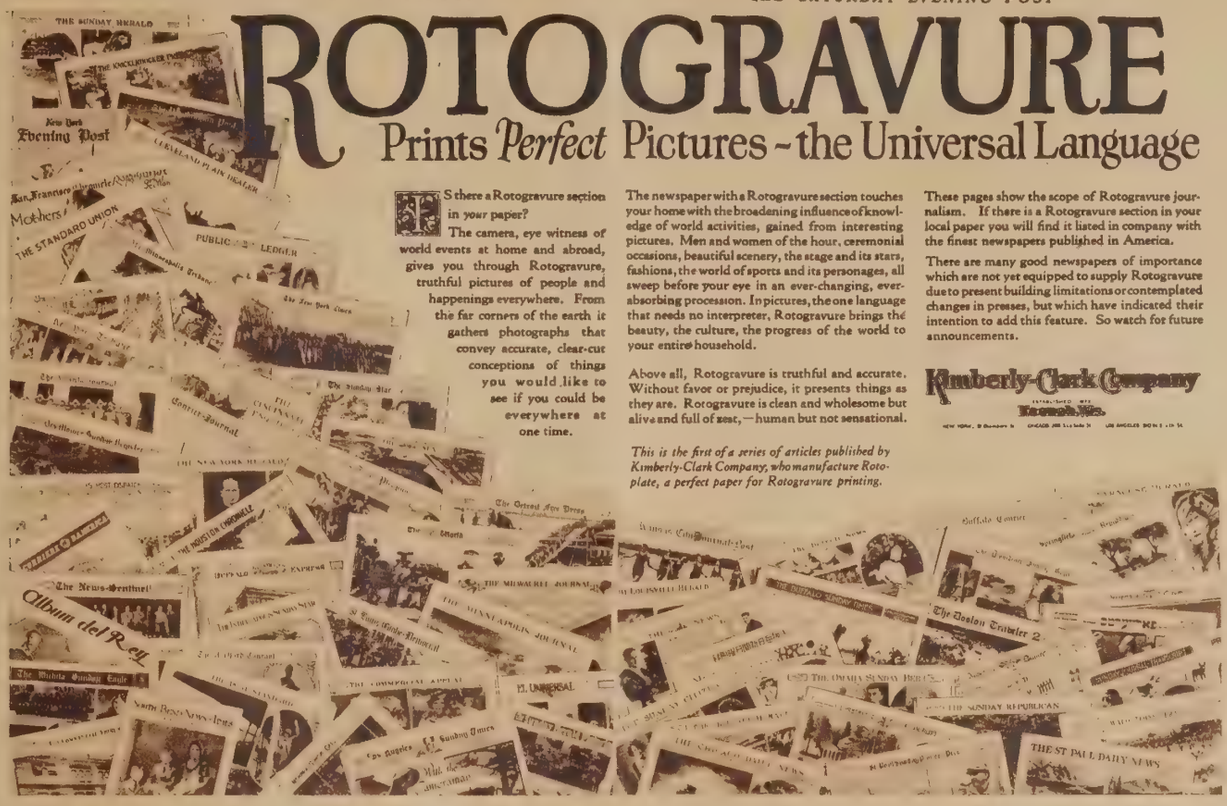
109-112 Borough Rd.,
London, S.E. 1, Eng.

7 Water Street
Boston, Mass.

THE SATURDAY EVENING POST THE SATURDAY EVENING POST

ROTOGRAVURE

Prints *Perfect* Pictures - the Universal Language



Is there a Rotogravure section in *your* paper?

The camera, eye witness of world events at home and abroad, gives you through Rotogravure, truthful pictures of people and happenings everywhere. From the far corners of the earth it gathers photographs that convey accurate, clear-cut conceptions of things you would like to see if you could be everywhere at one time.

The newspaper with a Rotogravure section touches your home with the broadening influence of knowledge of world activities, gained from interesting pictures. Men and women of the hour, ceremonial occasions, beautiful scenery, the stage and its stars, fashions, the world of sports and its personages, all sweep before your eye in an ever-changing, ever-absorbing procession. In pictures, the one language that needs no interpreter, Rotogravure brings the beauty, the culture, the progress of the world to your entire household.

Above all, Rotogravure is truthful and accurate. Without favor or prejudice, it presents things as they are. Rotogravure is clean and wholesome but alive and full of zest,—human but not sensational.

This is the first of a series of articles published by Kimberly-Clark Company, who manufacture Roto-plate, a perfect paper for Rotogravure printing.

These pages show the scope of Rotogravure journalism. If there is a Rotogravure section in your local paper you will find it listed in company with the finest newspapers published in America.

There are many good newspapers of importance which are not yet equipped to supply Rotogravure due to present building limitations or contemplated changes in presses, but which have indicated their intention to add this feature. So watch for future announcements.

Kimberly-Clark Company
ESTABLISHED 1872
Neenah, Wis.

NEW YORK, 81 Chambers St. CHICAGO, 208 S. La Salle St. LOS ANGELES, 510 W. Sixth St.

National Publicity
for 89 Newspapers

Here is an organized effort to help newspapers capitalize the benefits of Rotogravure in a still larger way. Above is reproduced the first advertisement of a series of color pages in the Saturday Evening Post—double spreads and single—which are creating additional prestige for Rotogravure newspapers.

The single pages appeal directly to newspaper readers emphasizing the news and educational value of Rotogravure, and listing the names of 92 newspapers carrying Rotogravure. The doubles carry the same copy appeal and reproduce the mast heads of papers in which the Rotogravure Section is a regular feature.

This campaign will greatly extend the influence of Rotogravure, making it still easier for newspapers to take advantage of its proved revenue producing power.

How Rotogravure Helps Newspapers and their Advertisers

1. Gives added tone
2. Gets results for local advertisers
3. Creates new advertising
4. Increases circulation
5. Intensifies national magazine advertising at local points

Kimberly-Clark Company
ESTABLISHED 1872
Neenah, Wis.

NEW YORK, 81 Chambers St. CHICAGO, 208 S. La Salle St. LOS ANGELES, 510 W. Sixth St.

"AS YOU WOULD SEE IT IF YOU WERE THERE"

"AS YOU WOULD SEE IT IF YOU WERE THERE"

This advertisement and the one on the preceding page are published to promote public interest in Rotogravure and the papers which carry Rotogravure sections. Kimberly-Clark Company, Neenah, Wisconsin, manufacture Rotoplate, a perfect paper for Rotogravure printing, which is used by the following papers:

CITY	PAPER	CITY	PAPER
Albany, N. Y.	Knickerbocker Press	Minneapolis, Minn.	Journal
Asheville, N. C.	Citizen	Minneapolis, Minn.	Tribune
Atlanta, Ga.	Constitution	Nashville, Tenn.	Banner
Atlanta, Ga.	Journal	New Orleans, La.	Times-Picayune
Baltimore, Md.	Sun	Newark, N. J.	Call
Boston, Mass.	Herald	New York, N. Y.	Corriere D'America
Boston, Mass.	Traveler	New York, N. Y.	Evening Post
Brooklyn, N. Y.	Standard-Union	New York, N. Y.	Forward
Buffalo, N. Y.	Courier	New York, N. Y.	Herald
Buffalo, N. Y.	Express	New York, N. Y.	Il Progresso
Buffalo, N. Y.	Times	New York, N. Y.	Times
Chicago, Ill.	Daily News	New York, N. Y.	Tribune
Cincinnati, Ohio	Commercial-Tribune	New York, N. Y.	World
Cincinnati, Ohio	Enquirer	Omaha, Neb.	Bee
Cleveland, Ohio	News-Leader	Omaha, Neb.	News
Cleveland, Ohio	Plain Dealer	Peoria, Ill.	Journal-Transcript
Denver, Colo.	Rocky Mountain News	Philadelphia, Pa.	Public Ledger
Des Moines, Iowa	Register	Providence, R. I.	Journal
Detroit, Mich.	Free Press	Rochester, N. Y.	Democrat-Chronicle
Detroit, Mich.	News	St. Louis, Mo.	Globe-Democrat
Erie, Pa.	Dispatch-Herald	St. Louis, Mo.	Post-Dispatch
Fort Wayne, Ind.	News-Sentinel	St. Paul, Minn.	Pioneer Press-Dispatch
Grand Rapids, Mich.	Herald	St. Paul, Minn.	Daily News
Hartford, Conn.	Courant	San Francisco, Calif.	Chronicle
Havana, Cuba	Diario De La Marina	South Bend, Ind.	News-Times
Houston, Texas	Chronicle	Springfield, Mass.	Republican
Indianapolis, Ind.	Indianapolis Star	Syracuse, N. Y.	Herald
Kansas City, Mo.	Journal-Post	Syracuse, N. Y.	Post-Standard
Los Angeles, Calif.	Times	Waco, Tex.	Herald
Louisville, Ky.	Courier-Journal	Washington, D. C.	Post
Louisville, Ky.	Herald	Washington, D. C.	Star
Memphis, Tenn.	Commercial-Appeal	Waterbury, Conn.	Republican
Mexico City, Mex.	El Universal	Wichita, Kan.	Eagle
Milwaukee, Wis.	Journal		

Rotogravure is also available through syndicate services which supply sections to the following:

CITY	PAPER	CITY	PAPER
Ashland, Ky.	Independent	New Bedford, Mass.	Times
Bethlehem, Pa.	Times	Olean, N. Y.	Herald
Darien & Stamford, Conn.	Review	Orange County, Fla.	Winter Park Herald
East Stroudsburg, Pa.	Press	Paintsville, Ky.	Herald
Edgertown, Mass.	Vineyard Gazette	Philadelphia, Pa.	Item
Ellicott City, Md.	Times	Pineville, Ky.	Sun
Foley, Ala.	Onlooker	Plant City, Fla.	Courier
Manchester, N. H.	Union Leader	Portsmouth, Va.	Star
Middletown, Ohio	Journal	Towson, Md.	Jeffersonian
Milford, Ill.	Herald	Utica, N. Y.	Observer

ROTOGRAVURE

Prints *Perfect* Pictures - the Universal Language

ULLMAN NAMED HEAD OF OHIO CIRCULATORS

C. L. Sink Remains Vice-President, T. S. Morehead Made Secretary-Treasurer at Semi-Annual Meet in Columbus

The semi-annual convention of the Ohio Circulation Managers' Association was held in Columbus, Wednesday, Oct. 24. In spite of inclement weather there was a good attendance.

The program was on the round-table plan, the discussion of the various subjects being led by members who had given their subjects previous study. The following were among the questions discussed:

Should small town news be carried in city editions? Is it any advantage in country editions? T. J. Kavanaugh, Dayton News; E. M. Kurtz, Warren Chronicle.

What constitutes a fair day's work for a canvasser? How many subscriptions should be taken? How many calls should be made? H. S. Seymour, Akron Beacon-Journal; J. R. Schuck, Findlay Republican.

What are the fundamentals of an agent's contract? Robert O. Dwyer, Columbus Citizen; John Spencer, Newark Advocate.

What are the results of life insurance as subscription getters? Are they holding and can they be renewed without it? Charles Wilson, Columbus Dispatch; Bert Ullman, Youngstown Vindicator.

What is the best method to secure R.F.D. subscriptions in clubs of 5, 10 and 20? C. L. Sink, Zanesville Publishing Company; C. O'Rourke, Dayton Herald and Journal.

Should carriers in outside towns be protected against R.F.D. prices? S. D. Witherell, Toledo Blade; Thomas Mathews, Middletown News Signal.

Can carriers be penalized for irregular delivery? R. F. Corcoran, Lima News; E. W. Clater, Lorain Times Herald.

Is a contract or agreement with a carrier or agent binding? Have they ever been taken to court? Leslie Neafie, Toledo Blade; Russell Shafer, Coshocton Tribune.

What is the general opinion of the A.B.C.? General discussion by all members.

The annual election of officers of the association was held. Bert J. Ullman, Youngstown Vindicator, secretary-treasurer for the past four years, was elected president; C. L. Sink, Zanesville Times Recorder and Signal, vice president; T. S. Moorehead, Cambridge Jeffersonian, secretary-treasurer.

DISPATCH CHANGES HANDS

Klan Loses Control, is Houston Comment on Deal

A surprise change of management, said to have been effected to take the control of the new Houston (Tex.) Dispatch out of the hands of the Ku Klux Klan, was announced in the Oct. 31 edition of the paper.

The change was unexpected, other newspapers in the city being kept in the dark.

R. L. Dudley, president of the Gulf Publishing Company, publishers of several trade publications, is the president and publisher of the Dispatch under the new regime. Dale C. Rogers, president of Rogers, Gano Advertising Agency, and past president of the Advertising Association of Houston, is vice-president. E. W. Bateman, who has been with the Holland publication of Dallas, and president of the Tenth District Associated Advertising Clubs of the World, is treasurer and managing director. J. T. Scott, Jr., local attorney, is secretary. Mr. Bateman will have full charge of the editorial end of the paper. He has not as yet announced the personnel of his staff.

In announcing the change in management the paper stated it "would not be the supporter, either directly or indirectly, of any clique or party of men."

Mr. Rogers stated that the guaranteed advertising policy would be followed, barring certain classes of medical and promotion advertising.

MAY USE DECAYED TIMBER

Forest Product Laboratories Experimenting with Damaged Trees

Considerable quantities of what is now supposed to be worthless decayed timber may soon be made into merchantable pulp for newsprint manufacture, according to R. S. Kellogg, secretary of the News Print Service Bureau, who returned to New York City this week from a visit to the Forest Products Laboratories, Madison, Wis., where important experiments are under way.

A carload of decayed wood was sent to the laboratories, from which sulphite pulp is now actually being made.

During the past 10 years much timber has been killed in Northeastern Canada and the United States by the budworm, which causes various forms of decay to attack the trees. Experiments were started with a view to saving these decayed trees for use in manufacture of newsprint.

Club Escapes Liquor Charge

The Portland (Ore.) Press Club was recently freed of a violation of the prohibition law in a case brought against its manager, Tom Smart, and two other employes. The case followed a raid by the state prohibition officers in which a quantity of beer was seized. In court it was shown that the beer had been delivered at the club in gunny sacks just a few minutes before the officers entered. The sacks were still unopened and Mr. Smart denied ordering them or possessing knowledge of their contents, and charged that there had been a "frame-up." District Judge Deich ruled that there was no evidence of a violation.

Teaching the Copywriters

Virtually all the 262 advertising clubs connected with the Associated Advertising Clubs of the World are giving courses for the better understanding of advertising, according to Arthur F. Conant, of the Extension Division, A. A. C. of W., who believes it is important to stop misleading advertising at the source—the copywriter's desk.

Press Features Classified Page

The Cleveland Press is now running a full page of classified advertising under the heading "For You and For Me Page." About 1,000 advertisements are published daily and the page makes a very complete guide for readers seeking specialties.

School Book Ad Company Formed

A company known as the School Book Advertising Company, to act as representatives of book publishers for the inclusion of advertising in school text books, has been organized by Paul C. Hunter and Mrs. Hunter. The company will maintain an office at 116 West 39th street, New York.

Another Hand-Set Plant Passes

George Mason, editor and publisher of the Prescott (Ont.) Journal, has installed a typesetting machine. This is the last paper in that section to forsake hand-set for machine-set type.

Perry Paper Becomes Semi-Weekly

The Perry (Ia.) Tribune changed from a weekly to a semi-weekly publication.

Salt Lake Paper Renamed

The Salt Lake City Sugar House Times, Utah's leading weekly paper, has been changed to the East Salt Lake Times. Wendell B. Lyman succeeds Prof. Earl J. Glade as editor.

INDIANA

INDIANA, with 36,354 square miles, has nearly three million people.

Over 39.9% of the people live in thirty-one cities having more than 10,000 population and these have, consequently, an importance far exceeding that usual to cities of their size.

In Indiana the entire urban population amounts to 50.6 per cent, so that each of these cities is a great buying magnet in a strategic geographical position.

IN INDIANA

the national advertiser gets concentration of buying units in the chief newspaper centers, each backed by the great rural trade which supports it.

These dailies have a local HOME influence in Indiana and are the kind of newspapers that believe in co-operation.

Indiana Newspapers for Indiana Trade.

		Circulation	Rate for 5,000 lines
††Decatur Democrat	(E)	3,186	.025
**Evansville Courier	(M)	26,864	.08
**Evansville Courier	(S)	33,343	.08
*Fort Wayne Journal-Gazette	(M)	26,279	.07
*Fort Wayne Journal-Gazette	(S)	31,008	.07
**Fort Wayne News-Sentinel	(E)	39,165	.09
**Gary Evening Post-Tribune	(E)	11,292	.05
**Indianapolis News	(E)	127,361	.23
**Lafayette Journal & Courier	(M) 7,415 (E) 12,360	19,975	.06
††La Porte Herald	(E)	4,124	.025
†Newcastle Courier	(E)	4,338	.025
**South Bend News-Times	(M) 9,676 (E) 11,987	21,663	.06
**South Bend News-Times	(S)	19,776	.06
**South Bend Tribune	(S) 18,909 (E)	20,293	.06
*Terre Haute Tribune	(E&S)	24,442	.06

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

This is your fight, too!

YOU are happy in your health. Do you know that for eighteen years Tuberculosis Associations have been fighting to keep you healthy?

The campaign against tuberculosis, supported largely by the sale of Christmas Seals, saved more than a hundred thousand lives this year. Who knows but that this campaign has saved you and your family from the scourge of consumption?

Every Editor should buy Christmas Seals and urge the readers of his newspaper to do the same.

Stamp out Tuberculosis
with
Christmas Seals

THE NATIONAL, STATE AND LOCAL TUBERCULOSIS ASSOCIATIONS OF THE UNITED STATES

ESSAYS WHICH WON QUILL PRIZES

(*Continued from page* 10)

happened, exactly as it happened, and in so far as it fails to do this, in that measure is it failing to live up to its obligation. Editorializing is not only poor ethics, but it is wholly unnecessary; every paper worthy of the name has an editorial page where opinions may be aired, and where the policy of the paper may be expounded.

Laying aside for a moment the abstract question of ethics involved, a glance at the inevitable result of the editorializing policy will show its vicious nature better than a long, involved discussion. The result of such a policy is to undermine the faith of open-minded readers in the paper that pursues it, to cause them to discount everything it prints, and even to read its editorial columns with suspicion. A paper that cannot keep prejudice out of its news columns, they reason, is surely committed to a program of axe-grinding at any cost.

A policy which produces this attitude in the minds of intelligent readers is obviously fundamentally wrong. The contrary policy—drawing a sharp line between news and editorial comment—may involve the sacrifice of some little influence with the great unwashed, but in the long run it is the only policy worthy of consideration. It is simply a question of whether the editor is going to tell the "plain, unvarnished truth" in his news articles, or whether he is going to tell the truth in such a way as to prejudice his readers, or attempt to prejudice them.

The newspapers which are by general admission the greatest are those with a reputation for fairness and impartiality in their news reports. They may have, and often do have, vigorous editorial convictions; they often support or oppose political candidates with considerable heat; but they confine their arguments to the editorial page alone. And that is one reason they are great.

There is one obvious exception to the generalization that opinion should be barred absolutely except in editorials. The situation is different when signed articles are contributed by special writers, or when features, as distinguished from news stories, are printed. It is assumed that these articles are written by experts, or at least by people whose opinions are of value. In such cases expression of the writer's convictions is legitimate; the articles themselves are not so much news as comment or discussion.

In strictly news stories, however, editors might adopt with advantage as their motto: "The truth, the whole truth, and nothing but the truth." This is the only policy which will stand the searching light of intelligent criticism.

WINNER OF THIRD PRIZE

THE man who stands uncompromisingly for what he thinks is right may give readers and historians a thrill, but it occurs to me that such a man is often merely obstinate and pig-headed.

Persons who are willing to compromise show by that token that they recognize the fallibility of their own judgments. They avow the truth that there are two sides to every question. The man of the first type, who sticks unswervingly to his "principles," is usually convinced of the fallibility of everyone's judgment except his own.

I believe I am a compromiser. If I were not, I would not subscribe for both the Glaring Gazette and the Admonisher. The former holds quite firmly to the policy of printing what its fallible editor thinks the public wants, and the latter uprightly prints only what its fallible editor thinks the public should read.

You have all seen the Glaring Gazette. It carries two banners every day in the year. The publication has a large bill each month for red ink—albeit the sporting section is green. As I read today's issue, I can picture the editor carefully putting the Washington copy to one side—well out of the way—while he hurriedly goes through the local copy, scanning for scandal. On this particular day, however, "human interest" is running light. Murderer's row is empty, there is no misappropriation of public funds, and not even a stickful from the House of David trial. In desperation he looks over a batch of copy that has just come over the wire. His gaze concentrates on a few brief paragraphs that have to do with the suicide of an obscure girl in Piqua, Ohio. Here is something that may do. After his rewrite man gets through with it, he has a fascinating tale of heart throbs that will do nicely for a front page feature.

The Glaring Gazette has a large circulation; drawn mainly from the type of people who read with their emotions and not with their minds. If you divide the world into two strata: those who read with their heads, and those who read with their hearts, you will find the former to be a very thin layer, and the latter an extremely deep one—much like a thin sheet of fertile soil on a substratum of glacial drift. The Glaring Gazette does not attempt to cultivate the fertile soil, but prefers to act as an underground stream, leaching the plentiful minerals away from the drift.

Broadening out its conception of "human interest," the Gazette carries in its columns tales of graft, crime, love, (either free or expensive), fortune and misfortune. It is always drawing you off to one side and whispering in your ear. It pats you on the back. It is invariably for the common people. Needless to say, it is a financial success.

The Admonisher is a distinct contrast to the Glaring Gazette. It is printed in six point type, and never stoops to the use of a streamer. It devotes its front page to matters of national and international import, and carries the text of all important public utterances in full. It gives a full page of book reviews, and indulges in extensive criticisms of art and music. You can find out almost anything you want to know if you will but go through the files of the Admonisher. You could safely use it as a text in a course in contemporary history. But it is so dry that it almost makes you sneeze to read it.

Spreading its roots through the fertile soil of its select clientele, the Admonisher bears plentifully of the fruits of culture. In a limited way, it also is a financial success. Its circulation may not be as large as that of the Gazette, but it is much steadier. Men of influence read it and are guided by it.

People buy the Gazette at the corner newsstand. They read the Admonisher either at their homes or at the public library—where it is much in demand as a reference.

It is hard for a compromiser to say that either of these publications is totally wrong in its editorial policy. There is a place for the human interest story, even if it does not have the importance of an official document from Washington. There is a place, as well, for the faithful and complete record of contemporary history such as is kept by the New York Times, and others of its kind.

If, however, the policy of giving the people what the editor thinks they should read is followed to excess, the publication will dry up and blow away. Its circulation will be of the most limited and exclusive kind. Its pages will lack life and color. Its sphere of influence will be narrow, and yet, if the spirit of the journal is solely to give the people what the editor thinks they want, the paper will lose its integrity. There will be an irresistible impulse to distort and fabricate news in order to supply the desired kind on those days when the reservoir of "hot stuff" is low.

If I could find a paper which combined the completeness and accuracy of the Admonisher with the life and color of the Gazette, I would take it, and thereby save one subscription price. I like to picture my ideal newspaper as one which has for its major premise "Give the people what they should read," and for its supplementary motive, "Entertain people." The paper that both instructs and amuses will be able to reach farthest and render the most valuable service.

We may very well remember that much

of the material people want will not hurt them. In a large percentage of cases, what people *should* read and what they *want* to read are identical.

It is the duty, then, of a newspaper to strike a balance between the type of matter that amuses and thrills, and the kind that instructs and informs. The ratio between these two kinds of material may vary between wide limits, providing the newspaper keeps faith with its public and does not violate the fundamental principle of truth.

HEARST WORTH $25,000,000

Bankers, Offering Bonds Guaranteed By Him, Hint at His Wealth

William Randolph Hearst's personal worth, over and above all liabilities, "considerably exceeds" $25,000,000, the banking firm of Tillotson & Wolcott, New York City, announced this week. The firm is offering $250,000 first mortgage 6½ per cent bonds of the 127th Street Realty Company. The bonds, offered at par, bear Hearst's guarantee.

The bankers say: "Payment of both the principal and interest of these bonds is unconditionally guaranteed by the endorsement of William Randolph Hearst. According to his confidential representative, the personal worth of William Randolph Hearst, over and above all liabilities, considerably exceeds $25,000,000. Mr. Hearst owns the entire capital stock of numerous magazines and newspapers, including The New York Evening Journal, Los Angeles Herald, San Francisco Examiner, Chicago American, Chicago Herald and Examiner and Cosmopolitan and Good Housekeeping Magazines. He also owns valuable real estate in New York, Boston and Los Angeles and a large tract in Southern California."

DRASTIC PRESS LAW

Brazilian Senate Would Prohibit Statements Injurious to President

The Senate of the Brazilian Republic Oct. 29 passed a law regulating the press and sent it to the President for his signature.

Publication of statements, judged to be injurious, against the President, Cabinet, or other federal, state, and municipal officials, or against heads of foreign governments or diplomatic representatives, is prohibited under the law.

Other prohibitions include: publication of state secrets, anonymous publications, advertisements of drugs, medicines, and alleged cures, unless approved by the Health Department or competent physicians.

Infringements of the law would be punished by imprisonments or fines.

ADDS TWO-COLOR PRESSES

McClure Syndicate Capacity Now 3,000,000 Comics Weekly

The McClure Newspaper Syndicate has just added two fast color web presses to its equipment, bringing its capacity to three million 4-page comic sections a week.

The plant of the syndicate now consists of composition, photo-engraving, stereotyping and presswork, all on one floor, under the supervision of Robert E. Simpson, dean of newspaper color and magazine printing.

Bellicose Official Fined

A fine of $10 and costs was assessed in Judge Homer's court Oct. 13 against Henry Heier, undertaker and a member of the Board of Education, for striking Richard Boyer, a reporter for the St. Louis Star, when Boyer sought to interview the official about the appointment of Heier's two daughters to positions in the Board of Education office. Heier gave notice of appeal. Boyer testified that Heier struck him twice, the last time knocking off his cap, when he sought to question Heier about the appointment of his daughters.

VANDERBILT STARTS ANOTHER

Announces Daily Herald for San Francisco December 10

(*By Telegraph to* Editor & Publisher)

San Francisco, Oct. 29.—Cornelius Vanderbilt, Jr., publisher of the Los Angeles Illustrated Daily News today announced that he would publish the Illustrated Daily Herald here starting December 10, as a morning pictorial tabloid, similar to the Los Angeles daily.

Cornelius Vanderbilt, Jr.

George L. North has been appointed business manager and most of the staff will be drawn from men trained on the Los Angeles paper. Duplex presses, Intertypes and Ludlow typecasters are being installed in a building on Twelfth street, west of Market street. United News service will be used.

"LE DAUPHIN" AIDS LE MATIN

Romance of Hapless Prince Now a Newspaper-Movie Serial

By G. Langelaan
(*Paris Editor,* Editor & Publisher)

Paris, Oct. 12.—French newspapers are great believers in the power of the serial story as a circulation builder and maintainer. Most of them have two serials appearing at the same time, and the beginning of a new story is widely advertised, not only in the paper itself, but by posters, handbills, etc.

Recently men have been stationed at street corners, at subway entrances and at points from which omnibuses and street cars start, giving away folders containing the first instalment of a new serial appearing in Le Matin entitled, "L'Enfant Roi" (The Child King).

Colored pictures show the Dauphin, the unfortunate son of Louis XVI and Marie Antoinette, drawing away in terror from a man with a lantern; the young prince leaving Versailles in the royal coach with his parents on the way to Paris and captivity; the mob howling at their King's son as he plays in the Tuileries gardens; the uncouth shoemaker Simon ill-treating him; and Queen Marie Antoinette on her way to the guillotine casting a last longing look at her son as he is held up by a woman in the crowd.

Beneath each picture are a few lines of text, and a concluding paragraph asking why it was that at the moment when the little son of King Louis XVI was reported as dying in the Temple prison a boy resembling him feature for feature was tramping the roads of France.

This is sufficient to awaken the curiosity of the prospective reader in one of the greatest enigmas of history, and incidentally to create the necessary desire to buy Le Matin which will tell all about it. L'Enfant Roi will also be shown in the movies as a serial film.

"Tom" Renshaw Retires

Thomas H. Renshaw, the last of the small staff which printed the first edition of the Detroit News, Aug. 23, 1873, has retired and left Detroit, Oct. 27, to live in California. He started and ended his career in the composing room.

Star Publishes Retail Section

The merchandising service department of the Tacoma (Wash.) Star has started publication of "The Retail Ad-Viser" which will be published monthly for the retail and wholesale trade in its territory.

Celebrates Sixth Anniversary

The White Plains (N. Y.) Daily Reporter, Oct. 22, celebrated its sixth anniversary. The Reporter was consolidated with the White Plains Daily Record and Daily Argus four years ago.

IOWA

Has Nearly 5,700 Factories, Some the Largest in the World

WHILE agriculture is Iowa's biggest business it is not the state's only business. Manufacturing and industrial enterprises have grown by leaps and bounds. Iowa has many factories that sell their product throughout the world. These factories are not centered in a few cities, but are scattered broadcast over the state.

Naturally the most important serve agricultural interests—meat packing, cereal preparations and dairy products are the leading industries.

The largest cereal mill and largest steel car factory in the world are located in Iowa. The largest farm paper printing establishments are here.

This means that from 80,000 to 85,000 factory workers are drawing wages amounting to more than $100,000,000 a year. Over three-quarters of a billion dollars' worth of products are being sold annually by these factories.

This factory market alone offers an attractive field to advertisers.

Reach wage earners and factory owners alike through these daily newspapers.

		Circulation	Rate for 5,000 lines
**Burlington Gazette	(E)	10,706	.04
**Cedar Rapids Gazette	(E)	20,668	.06
**Council Bluffs Nonpareil	(E&S)	15,797	.05
**Davenport Democrat & Leader	(E)	14,801	.06
**Davenport Democrat & Leader	(S)	17,660	.06
††Davenport Times	(E)	24,447	.07
*Des Moines Capital	(E)	62,780	.14
*Des Moines Sunday Capital	(S)	28,769	.14
**Iowa City Press-Citizen	(E)	6,176	.035
††Keokuk Gate City	(E)	5,686	.03
††Mason City Globe Gazette	(E)	12,330	.04
**Muscatine Journal	(E)	7,961	.035
**Ottumwa Courier	(E)	13,045	.05
**Waterloo Evening Courier	(E)	16,636	.05

*A. B. C. Statement, April 1, 1923.
**A. B. C. Statement, Oct. 1, 1923.
††Government Statement, Oct. 1, 1923.

SIR CHARLES HIGHAM

invites

correspondence with American Advertisers in regard to writing a series of Advertisements for their products.

I HAVE been of the opinion for some time that there is a field for my "copy" in the United States. If there is any American Advertiser who desires a new and refreshing "punch" put into the space which he buys, I shall be glad to correspond with him, without any obligation on his part. I write advertisements for one firm only in each line of business and, considering the results I obtain for my clients, my fees are very reasonable.

C. F. HIGHAM.

Imperial House,
Kingsway, London, England
Telegraphic Address:—
'Highamads' London

The London '*Daily News*' says:—
"Sir Charles Higham has raised the Art of Advertising to the dignity of a Science."

TIPS FOR AD MANAGERS

Adamars Company, Pine & 21st street, St. Louis. Making 1,000-line contract for the Soft Wheat Millers' Association.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Making 14,000-line contracts for Francis H. Leggett Company; making 1,800-line contracts for Kellogg Products, Inc.; making 5,000-line contracts for the American Radiator Company.

C. C. Carr Advertising Agency, 141 West 36th street, New York, and Petersburg, Fla. Placing 28-line 14 time orders with newspapers in various sections for Hotel Soreno, St. Petersburg.

Chambers Agency, 247 Park avenue, New York. Reported will conduct an advertising campaign for the Fruit Concentrates Company, "Jelli-Boon," Plainfield, N. J.

W. K. Cochrane Company, 30 North Dearborn street, Chicago, Ill. Making 1,000-line contracts for American Rice Products.

Conover-Mooney Company, Harris Trust Bldg., Chicago, Ill. Sending out 532-line orders for Cudahy Packing Company.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Making 5,000-line contracts for Anheuser-Busch.

Donovan-Armstrong, 1211 Chestnut street, Philadelphia, Pa. Making contracts for Otto Eisenlohr & Bros. (Cinco Cigars).

Dorrance, Sullivan & Co., 130 West 42nd street, New York. Now handling account of the Randall-Faichney Corporation, "Harvard" Thermometers and "Ranfac" Surgical and Dental specialties.

George L. Dyer Company, 42 Broadway, New York. Making 5,000-line contracts for the American Thermos Bottle Company, Norwich, Conn. and 366 Madison avenue, New York. Also handling account of Caron Perfume.

Erwin, Wasey & Company, 58 East Washington street, Chicago. Making 5,000-line contracts for the Carnation Milk Products Company; making 5,000-line contracts for the United States Gypsum Company.

Federal Advertising Agency, 6 East 39th street, New York. Now handling account of Wm. C. Demuth & Company, Smoking Pipes, Richmond Hill. Placing orders with some Sunday newspapers that have magazine sections for the Spool Cotton Company, "Clark's O. N. T. Spool Cotton," New York.

Goldman-Carrigan & Company, 565 5th avenue, New York. Placing orders with some New York newspapers for the Rutenber Electric Company, "Marion" Electric Iron, Marion, Ind.

Gray Advertising Company, 14th & Oak streets, Kansas City, Mo. Using 14 lines, 24 times for M. B. Smith (Potene Laboratories) using 14 lines, 24 times for M. B. Smith (Whinton Laboratories).

Charles C. Green Advertising Agency, Inc., 15 West 37th street, New York. Now handling account of The Odol Chemical Company, New York.

Gundlach Advertising Company, 400 North Michigan avenue, Chicago. Now handling account of the Germicide Company, Sebring, Ohio.

Stanley E. Gunnison, Inc., 30 Church street, New York. Reported will use some New England newspapers for the Lawrence Manufacturing Company "Pluro" Water Softener, New York.

Groesbeck, Hearn & Hindle, Inc., 350 Madison avenue, New York. Now handling account of Antonio Roig & Langsdorf Company, "Girard" Cigar, Philadelphia.

Hanff-Metzger, 95 Madison avenue, New York. Placing orders for the following: Famous Players-Lasky Corporation, "Paramount" Pictures, New York and the Root Manufacturing Company, Underwear Cohoes, N. Y.

Hazard Advertising Corporation, 7 East 42nd street, New York. Placing accounts for the Lestershire Spool & Mfg. Company, Johnson City, N. Y., and the Wilcox & Gibbs Sewing Machine Company.

E. W. Hellwig Company, 299 Madison avenue, New York. Making 10,000-line contracts for the Corn Products Refining Company. Now handling account of Kirkman & Son, soaps and washing powder, Brooklyn.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Making 2,120-line contracts for the Lloyd Manufacturing Company.

Hewitt, Gannon & Company, 52 Vanderbilt avenue, New York. Placing account of Andrew Alexander, Shoes, New York.

W. S. Hill Company, 323 Fourth avenue, Pittsburgh. Now handling account of the Transcontinental Oil Company, Pittsburgh.

Charles W. Hoyt Company, 116 West 32nd street, New York. Placing 42-line 4 time orders with Mid West newspapers.

Johnson-Read & Company, 202 South State street, Chicago. Placing orders with newspapers in selected sections for Book House for Children, Chicago.

Thomas F. Logan Company, 680 5th avenue, New York. Making yearly contracts for the International Mercantile Marine.

Lyon Advertising Agency, Times Building, New York. Placing orders with some New York Newspapers for H. G. McFaddin & Company, "Emeralite," New York.

Mattocks-McDonald Company, 5th avenue W. and Commerce street, Duluth. Have placed orders with newspapers in various sections for F. A. Patrick & Company, Overcoats, Duluth.

Eugene McGuckin Company, 1211 Chestnut street, Philadelphia. Placing 56 line 3 time orders with newspapers in various sections for Robert Buist Company, Seeds, Philadelphia.

McJunkin Advertising Agency, Mallers Building, Chicago. Now planning 1924 advertising campaign for the Acme Motor Truck Company, Cadillac, Mich.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Placing orders with newspapers for the Imperial Brass Manufacturing Company, Chicago.

Herbert M. Morris Advertising Agency, North American Building, Philadelphia. Now handling account of the Mentopine Corporation, Cough Drops, Philadelphia.

Morse International Agency, 449 4th avenue, New York. Making yearly contracts for the Herpicide Company.

John F. Murray Agency, 598 Madison avenue, New York. Making 5,000-line contracts for R. L. Watkins Company.

Harry Porter Company, 15 West 44th street, New York. Making 1,000-line contracts for Nestle's Food.

Potts-Turnbull Advertising Company, 6 North Michigan Boulevard, Chicago. Placing orders with newspapers in selected sections for the Jones Dairy Farm, Inc., "Jones Sausage," Fort Atkinson, Wis.

Fred M. Randall Company, Book Building, Detroit. Reported that they are handling the following accounts. Dow Chemical Company, "Downmetal Piston Rings," Midland, Mich., Kellogg Corset Company and Quickedge Sharpener Company, Jackson, Mich.

John Ring, Jr., Advertising Agency, Victoria Building, St. Louis. Now placing account of the Steinwender-Stoffregen Coffee Company, St. Louis.

William R. Robinson & Company, 175 5th avenue, New York. Placing orders with some New York newspapers for Listerated Gum Company, "Orbit Gum," New York.

Frank Seaman Company, 470 4th avenue, New York. Making 10,000-line yearly contracts for the Eastman Kodak Company.

Sehl Advertising Agency, City Hall Square Building, Chicago. Reported will use newspapers for the Superior Laboratories, "Stovoil," and "Mist-A-Lyse," Grand Rapids, Mich.

Stavrum & Shafer, 14 East Jackson Boulevard, Chicago. Now handling the following accounts: Goder Incinerator Company, Chicago, Chicago Steel Foundry Company, Chicago, and Plymouth Wagon Works, Plymouth, Ind.

Stewart-Davis Agency, 400 North Michigan avenue, Chicago, Ill. Using 250 lines weekly for Wrigley's.

Paul Teas, Guardian Building, Cleveland. Now handling account of the Austin Company, engineers and builders, Cleveland.

Tracy-Parry Company, Lafayette Building, Philadelphia. Now handling account of Vanity Fair Silk Mills, Reading, Pa.

F. Clyde Tuttle, Greensboro, N. C. Placing account of the W. H. King Drug Company, manufacturers of drug specialties. Placing account for the Kingsdown Spring Bed Company, manufactured by the Mebane Bedding Company.

United States Advertising Corporation, Second Nat. Bank Bldg., Cleveland, Ohio. Making 1,000-line contracts for the American Automobile Company.

Williams & Saylor, Inc., 450 4th avenue, New York. Placing the following accounts: Wm. H. Davidow & Sons Company, "Daventree Sport Dresses," New York, and Compo Corporation, Stapling Machine, Westport, Conn.

World Wide Advertising Corporation, 303 5th avenue, New York. Now handling account of the Guarantee Exterminating Company, "Royal Brand," Exterminator, New York.

Long Is Host to Ibanez

Ray Long, vice-president of the International Magazine Company, and editor of the Cosmopolitan, gave a dinner Oct. 30, at the Ritz-Carlton Hotel, New York, to Vicente Blasco Ibanez. Among the guests were: William Randolph Hearst, Arthur Brisbane, Normon Hapgood, John MacMahon, Daniel Carson Goodman, Josef Urban, Paul Kennedy, Verne Porter, Luther Reed, Carl Hobey, William Le Baron, C. H. Hathaway, and D. C. Livingston. After the dinner the guests went to see Ibanez story "Enemies of Women," the film of which was being shown in a New York theater.

N. Y. Business Bureau Widens Scope

Plans for broadening the work of the Better Business Bureau, New York City, to include the merchandise field have been announced by H. J. Kramer, president. Cooperating with the bureau is a committee of merchants headed by Michael Friedsam, president of B. Altman & Co. A budget of $20,000 is being raised for the new Merchandise Section, $5,000 of which has already been pledged by the National Association of the Fur Industry. Brooklyn merchants are also being enlisted.

Detroit

Fourth
Largest
City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

Parents' Page

A Magnet for Home Circulation

Floyd Dell
Alma Binzel
Dr. John B. Watson
Dr. W. I. Thomas

and other prominent contributors.

Hol-Nord Feature Service
500 FIFTH AVENUE
NEW YORK CITY

Business Is Fine In Baltimore

The Automobile Commissioner reports the sale of
1000 AUTOS EVERY WEEK

You Can't Cover Baltimore Without
The Baltimore News
and
The Baltimore American

Ask for present-day facts on the Baltimore situation.

The Syracuse Herald

SYRACUSE, N. Y.

Is first in Syracuse leading the second paper by 2,158,316 lines for total advertising for 1922.
First in total; local; national lineages.

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.

286 Fifth Ave. N. Y. City — Steger Bldg. Chicago, Ill.
Globe Bldg. Boston, Mass.

Throughout the Length and Breadth of Britain.

WHEREVER you may go in Britain—in ancient City, busy manufacturing Town or peaceful Hamlet—you will find "JOHN BULL" in evidence.

It is read by all classes. Its articles are discussed in the home, debated in the club, preached upon from the pulpit. Its bluff honesty is proverbial. The phrase, "*If you see it in 'JOHN BULL' it IS so!*" has become part of the language of the British people.

The reputation of its advertising columns is no less to "JOHN BULL" than the reputation of its editorial pages. No "doubtful" advertising is ever accepted, and all trade announcements that appear are fully guaranteed.

The fact that a proposition is advertised in "JOHN BULL" is accepted as indisputable proof of genuineness by the public at large.

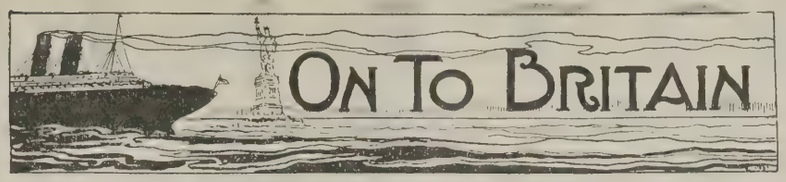
JOHN BULL

BRITAIN'S DOMINANT WEERLY

NOTE—JOHN BULL'S great circulation is due to editorial merit alone. This paper runs no free competitions, free Coupon Schemes, or other fake circulation-boosting campaigns.

Net Sales exceed 800,000.
Rate based on 600,000.

For Rate Card, Specimen Copy and full particulars write:
PHILIP EMANUEL, Advertisem't Manager, ODHAMS PRESS, LTD., 57-59, Long Acre, London, W. C. 2, England.



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT
(*London Editor*, EDITOR & PUBLISHER)
London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

More London Committees Named.—Committees named by the authorities in charge of the London convention of the Associated Advertising Clubs of the World next July, as noted in EDITOR & PUBLISHER last week, will operate with the assistance of the following committees in making the visit to England pleasant for visitors from America and elsewhere.

A Ladies' Entertainment Committee was formed and the chairman suggested that the new Women's Advertising Club of London should look after this phase and it was decided to include on this committee the Lady Delegates who recently went to Atlantic City. It was also agreed that the lady members of the Publicity Club, the Efficiency Club and the American Women's Club should be asked to co-operate in the work of this committee.

A special Publicity Committee will be formed to deal with press notices and advertising in Great Britain, the Colonies, America and elsewhere, and the formation of this committee was left to the Executive Council to deal with.

Inter-Departmental Committees—Mr. James Strong announced that a special committee from the Association of British Advertising Agents would be set aside to look after the interests of the advertising agency side of the convention.

Mr. C. Arthur Bates promised that the Federation of Master Printers would do all they can to co-operate with the Program Committee in dealing with the printing interests.

The chairman stated that Lieut. Col. G. S. Hutchison had already been very active in connection with the organization of Community Advertising Department.

The interests of retail advertising will be in the hands of the Incorporated Association of Retail Distributors and the British Association of Display Men, and Mr. W. Rowe, representing the British Association of Display Men, indicated that his association would assist in every possible way.

The chairman stated that Mr. F. E. Potter would be asked to be responsible for the Church Advertising Department, and to nominate a committee to deal with this section.

It is suggested that the Incorporated Society of British Advertisers should be asked to deal with the Association of National Advertisers.

Mr. Arthur Chadwick agreed to form a committee for the purpose of dealing with Direct-Mail Advertising, and said that he would do his utmost to secure all the interest he possibly could from the provinces.

So far as the Newspaper Executive side of the convention is concerned, a committee will be appointed from the various newspaper societies to deal with newspaper managerial problems affecting advertising. Leut. Col. E. F. Lawson, in behalf of the Newspaper Proprietors' Association, said that his association had not yet had time to go into the matter, but that he had no doubt the suggestion would be received with great favor. Similar statements were made by Mr. A. H. Pook, of the Irish Newspaper Society, and Mr. S. H. Perrin, of the Weekly Newspaper Publishers' and Proprietors' Association.

Mr. Walter Hill, representing the United Billposters' Association, said that his association was prepared to do their utmost to forward the success of the convention.

There will, in addition, be many other departments organized, dealing with specific interests, such as exhibition, film advertising and outdoor publicity.

Delegates from the Aldwych Club, Fleet Street Club and Sales Managers' Association announced that their respective associations were already securing affiliation to the Associated Advertising Clubs of the World.

The chairman, in answer to a question, stated that all programs prepared by subcommittees dealing with specific interests would be under the direct control of the Central Program Committee.

Date and Place Confirmed—It was agreed that the venue for the convention should be the conference halls at the British Empire Exhibition at Wembley, near London, and that the convention should officially open on July 14.

Mr. Thomson Clark, of the Glasgow Herald, who was present representing the Scottish Daily Newspaper Society, paid great tribute to the General Committee and in complimenting the members on the work that had been done, said that it was an eye-opener to him and he felt quite sure that with such an energetic body, there could only be one result to the earnest work which was being put forward in the interest of the advertising business.

Tuesday Convention Chats—It is felt that, apart from the many official meetings which will take place in connection with next year's convention, some opportunity should be given to advertising men to meet informally and talk over the plans for this big event next year. To this end, a private luncheon room has been reserved at the Connaught Rooms, Great Queen street, London, W. C., and everybody interested is cordially invited to come along every Tuesday at 1 o'clock. This weekly gathering is going to be free from all formalities and will give every advertising man a chance of many friendly chats over the convention. It is just an informal luncheon "get-together" and I am specially asked to say that any American advertising man who happens to be in London will be welcomed. A very happy idea.

Country Newspaper Interest—The interest in the 1924 convention is spreading in excellent style. The proprietors of the Yorkshire Observer and the Bradford Daily Telegraph (of which Mr. H. C. Derwent is managing director) gave a dinner to more than a hundred prominent advertising and newspaper men in the district on Oct. 24 at Bradford. The after-dinner topic was the World's Advertising Convention, and Mr. John Cheshire addressed the visitors. The object is to create local interest in the coming convention and Mr. Derwent is to be congratulated upon being the first to institute a plan of doing this and one that is to be followed in other districts.

A "Punch" Engagement—All advertising has been showing an interest in the announcement that two well-known figures on the staff of Punch have become engaged. Miss Marion Jean Lyon is of course, the popular lady who is advertisement manager of our national weekly, while L. Raven Hill is Punch's own cartoonist and one of the most popular men in his fraternity. The marriage, to take place probably in November, will not alter Miss Lyon's plans either to continue her advertising work or to take active part in next year's convention as president of the newly formed Women's Advertising Club of London.

PICTURESQUE SPOTS IN HISTORIC LONDON

The Watchman's House—Primitive Fire Prevention—Greyfriars, the Burial-place of Three Queens—Did Isabella Repent?

NEARLY opposite to Suffolk-lane in Upper Thames street is the churchyard of "All Hallows the Less."

At one end of the iron rails enclosing it there is an imposing arched gateway, once the entrance to a mansion.

The Old Watch House.

At the other there is a quaint building on whose facade are three miniature towers and two Gothic window spaces, though only one of them has a glass window.

This is the old "Watch House," although it now forms part of the adjoining tavern.

The church was not rebuilt after the Great Fire, the parish being united with that of "All Hallows the Great," the church of which stood until 1895 only a few yards away to the west.

But though the church was gone the parochial activities did not cease, and it still maintained its "watch."

What makes this particular watch house unique is the little recess in the

wall beneath the blind window space on the left as you look from the street.

In this niche stood a bell which the watchman on duty rang when he saw, or received notice of, an outbreak of fire.

On hearing this, each householder was to bring to his door a bucket or other vessel of water, and to assist in preventing the spread of the conflagration. So we see that in this parish at least the lesson of the Great Fire did not pass unheeded.

If you turn out of Newgate street into Greyfriars passage you find on your right Christ Church and on your left a green garden.

The annual "Spital Sermon," which is attended in state by the Lord Mayor and Aldermen, is given in the church on the first Wednesday after Easter each year.

Much of the red marble paving is that of the original builders. Somewhere beneath it still lie the bodies of two English queens.

The first of these was Margaret, who was the second wife of Edward I., and largely responsible for the establishment of the Grey Friars in this country.

The second was Isabella, who, notwithstanding the way in which she had treated him in his lifetime, is said to have insisted on having the heart of her husband, Edward II., buried with her.

Mortimer, the partner of her guilty love, had been buried here twenty-eight years before, in 1330. Queen Joan of Scotland also lies here. As they were all buried in the chancel, their graves must be beneath the present church.

The wooden pulpit and the marble font are both the work of Grinling Gibbons, whose carvings embellish so many of the buildings of the Stuart period.

Advertisement inserted by THE DAILY MAIL (London) in the interests of the 1924 Advertising Convention.

EDITORIAL

DOWN TO FACTS

IF Mr. Bok took a shot in the dark, when he promulgated a set of figures a few weeks ago as to the amount of advertising money invested in various media, he might be called a fairly dangerous marksman.

And, if he was indiscreet in giving figures showing the total advertising investment of the country as over $1,284,000,000, he was not more so than the Bureau of the Census, which will shortly issue figures corroborating the major divisions of Mr. Bok's estimates. Nor was he more indiscreet than the publishers or other manufacturers who permit periodical publication of their earnings and expenditures under the Census Bureau's operations.

Mr. Bok's crime, his accusers charge, rests in that he said newspapers have a total annual income from advertising of $600,000,000, that magazines take in $150,000,000, and so forth. He is damned because he uttered the statements and damned again because the statements are not true.

Nevertheless, the official, soon to be published, statistics of the 1921 census show that newspapers in that off year carried a total advertising revenue of $521,000,000 and that other periodicals had a total 1921 advertising revenue of $190,000,000.

Easy calculations, based on the known factors of rate and lineage increases for 1923 over 1921, would put the 1923 income of newspapers somewhere between $625,000,000 and $650,000,000, which would leave an income for general daily and Sunday newspapers of slightly less than $600,000,000.

Magazine and other periodical business has been growing apace since 1921, and this year the Government 1921 total of $190,000,000 will probably be increased to $240,000,000, leaving room for Mr. Bok's estimate of $150,000,000 for general magazines $70,000,000 and $27,000,000 for farm papers, with some slight variation possible in each total.

The Government has no figures which will serve to check Mr. Bok's ideas of expenditures in direct-by-mail, outdoor advertising, programs, etc., but if he is no further out of the way on these classes than on those where verification is partially possible, his totals may be taken as roughly accurate. No more can be expected.

As to the idea that general publication of such news will comfort legislators who see a new and fertile field for revenue in taxation of advertising, no more need be said than that the publishing business, built on chronicling facts about others, shudders every time a vital fact about its own operations becomes known outside the lodge. Publishers seem to have infected advertisers with this fear of the light, too.

Not improbably, publishers will have to add the combating of taxes on advertising to their already burdensome cares at Washington. There is not a chance that such legislation could pass out of committee, but there is the chance that its threat can be used by politicians who seek favors from the press. Every fight that has been waged against such taxation has been successful, with the exception of the complicated struggle against the postal zone law, and the armory of the taxing power has not been strengthened by giving general publicity to facts which are available to any who asks for them.

CONGRATULATIONS

FORTY years is a ripe old age measured by the vision of early youth. It is a time for looking backward as well as ahead. Habits have been formed and the future is pretty much settled so far as achievement is concerned.

The Inland Printer makes much over that event in its issue for October. It looks back in a very knowing sort of way, adding the touch of advance to each of the pages in an unusual number that commemorates that event in its life of usefulness in the printing and publishing world.

Steeped in the best traditions of the past every page of this unusual anniversary number pays tribute to progress and gives a glimpse here and there of the greater things that are to come in the world of print tomorrow.

SOLOMON'S BLESSING

I. KINGS

Chapter VIII: 57-61

THE Lord our God be with us, as He was with our fathers: let Him not leave us, nor forsake us:

That He may incline our hearts unto Him, to walk in all His ways, and to keep His commandments, and His statutes, and His judgments, which He commanded our fathers.

And let these my words, wherewith I have made supplication before the Lord, be nigh unto the Lord our God day and night, that He maintain the cause of His servant, and the cause of His people Israel at all times, as the matter shall require:

That all the people of the earth may know that the Lord is God, and that there is none else.

Let your heart therefore be perfect with the Lord our God, to walk in His statutes, and to keep His commandments, as at this day.

NEWS

SENATOR LENROOT, of Wisconsin, recently paid high tribute to the press of the United States when he frankly confessed that the 96 leading Washington correspondents are much better qualified to be United States Senators than are the present incumbents. He also defended the reading public against the charge of many publishers that the public wants first of all stories of scandal and crime.

Senator Lenroot's observations are interesting, but not conclusive.

If the Washington corps was not as capable as he painted it, the country would hear of few of its elected Senators and understand them even less.

His defense of the reading public is another matter. Both he and the publishers with whom he has talked may be wrong. The wise editor knows that it is not scandal and crime which the reading public wants, but something interesting and human that it can understand.

United States Senators rarely qualify but if they want to win first page position they should bear in mind that Secretary Hughes, Poincare, Baldwin and David Lloyd George in turn were each able to push the most sensational divorce trial in American history into second place on successive days last week.

The definition of a good story both from the standpoint of the editor and his public continues to be action, human interest and personal appeal.

November 3, 1923 Volume 56, No. 23

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 *World Building, 63 Park Row, New York*

James Wright Brown, Editor.
Ben Mellon, Associate Editor.
Arthur T. Robb, Jr., Managing Editor.
Fenton Dowling, Business Manager.
J. B. Keeney, Advertising Manager.
George Strate, Circulation Manager.

London Editor: Herbert C. Ridout; Business Representative, H. Rea Fitch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.

Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).

Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

St. Louis: Roy M. Edmonds, 1638 Arcade Building.

Chicago: L. B. Gilmore, 30 North Dearborn Street.

Washington: Sam Bell, Pennsylvania Avenue & 14th Street.

10 cents a copy; $4 a year; foreign $5; Canadian $4.50

FINDING A PLACE

THE first newspaper man in Seattle was J. R. Watson, who died in 1869, and in writing of him in his series of articles now running in the Washington Historical Quarterly under the title of "Newspapers of Washington Territory," Prof. Edmond S. Meany says:

"He was known as an able writer, and during his editorial work in Seattle he advocated, among other important subjects, the construction of the Snoqualmie Road, which he lived to see a success."

In commenting on this reference to a pioneer editor, the Washington Newspaper says: "Like that of J. R. Watson, the names of many of those early pioneers in the newspaper profession in Washington now generally are unknown, but the spirit of their achievements goes marching on with the progress of the state, to which they contributed so much. The impression of their early work is to be found not only in the yellow files of old newspapers, kept in corners of musty libraries, but in the institutions and strength of the commonwealth which they helped to build."

There is food for thought for every editor in this finding of the historian digging back through the pages of the past.

Editor J. R. Watson is given a place in history because of the service he rendered his community by giving it, through the guiding of public opinion, a good road.

The basis of all editorial value is the future good that results for community and nation. It might be a road, a park, a playfield, a school, or any one of a hundred other things that make some communities better places than others in which to live.

When the historian of seventy-five years from now goes digging back through the pages of your newspaper what reason is he going to have for picking your name out from the others and giving it a place where it will live?

Measure your editorial page by these standards today and set your own value to your community as judged by the men and women who will fix the standards of tomorrow.

IN THE HIGH COURT

FREE publicity was again the chief topic of discussion at the recent meeting of the Inland Daily Press Association, in Chicago, and there is a preponderance of evidence which continues to show that guilt for space-grabber success belongs to the individual and not to groups.

Publicity efficiency has lowered the number of press-agent employees, according to the best available records, but the matter offered is steadily increasing. A large number of editors and publishers gave evidence to this effect. Strange though it may seem, advertising agencies whose chief profit should come from the sale of white advertising space are among the principal offenders in this game of getting something for nothing.

While it is inconceivable that an organization which holds forth honest advertising as the greatest force in modern business and a driving force worth millions to it, should stoop to editorial deception and cheating through the press-agent handout to win public attention, it is nevertheless true.

The fault, however, lies with the so-called editor. An editor is not a man who fills a certain number of columns with the thing at hand. Editing a newspaper is a bigger and far more important job.

It is the editor's duty to choose with discretion. He has an obligation that is much greater than filling space. Otherwise there would be no need for editors. Bricklayers could do the job.

Never before has there been a time when propaganda was so insidious—when danger from the lie was more apparent.

Trials of nations before the court of public opinion as well as individuals accused of personal crime and those who would exploit for profit only adds strength to the whirlpool of doubt which now holds the world in its embrace. And it is not journalism.

Editorship, the highest honorship of journalism, needs now, more than ever before, the ability to weigh and judge in the interest of justice to all men.

PERSONAL

JOHN STEWART BRYAN, publisher of the Richmond (Va.) News-Leader, entertained David Lloyd George, when the British ex-Premier visited Richmond this week. The publisher was in the party with Lloyd George, making a tour of the battlefields of the Civil War, conducted by Rear Admiral Carey T. Grayson.

M. Paul Dupuy, director of Le Petit Parisian, and Mme. Dupuy were dinner guests of Dr. and Mrs. Nicholas Murray Butler, Morningside Drive, New York City, Oct. 29. The other guests were Mr. and Mrs. Charles B. Alexander, Mr. and Mrs. A. Murray Young, Mr. and Mrs. Seymour L. Cromwell, Mr. and Mrs. Montgomery Hare, Colonel and Mrs. F. L. V. Hoppin, Major and Mrs. Snowden Fahnestock, Mrs. W. Murray Crane, Mr. and Mrs. Leroy King, Miss Sarah Schuyler Butler, Mr. Frank A. Munsey and Whitney Warren.

Sarado Murlin, daughter of Mr. and Mrs. A. D. Murlin, owners of the Parsons (Kan.) Republican, has resigned as society editor to go on the stage as a member of the Charles Morton Company.

Frank Oliver, for 47 years publisher of the Edmonton (Alta.) Bulletin, recently appointed to the Dominion Board of Railway Commissioners, was tendered a dinner Oct. 24 by his fellow citizens, in recognition of the honor.

J. P. Tucker, owner and editor of the Parkville (Mo.) Gazette, and a veteran Missouri newspaper man, is recovering from an illness. He was at one time president of the Missouri Press Association.

W. J. Southam, vice-president of the Hamilton (Ont.) Spectator, was thrown from his horse and rather badly injured in the steeplechase at the annual Gymkhana of the Hamilton Riding and Cross Country Club on Saturday, Oct. 27. He is making a good recovery.

Henri Gagnon, managing editor of Quebec Le Soleil, has been created a commander of the Order of St. Gregory by the Pope, in recognition of his services to Laval University, Quebec.

E. Norman Smith, vice-president of the Ottawa Journal and president of the Canadian Press, was a passenger on the Canadian Pacific transcontinental train, which was wrecked at Savanne, Ont., on Oct. 25, and with his wife rendered effective aid to the injured.

C. D. Morris, for many years editor and publisher of the St. Joseph (Mo.) Gazette, who recently sold the paper, has been made assistant to the chairman of the public relations committee of the Western Railways Association. He assumed his duties Nov. 1, with headquarters in Chicago.

IN THE BUSINESS OFFICE

HAROLD F. O'KEEFE has resigned as advertising director of the Portland (Me.) Press-Herald, Waterville Sentinel and the Maine Farmer. He has joined the customer ownership division of the securities department of Henry L. Doherty & Co., New York. Mr. O'Keefe was with the Philadelphia Public Ledger for six years before going to Portland. He has also resigned as president of the Portland Ad Club.

J. F. Mackay, formerly business manager of the Toronto Globe and at one time president of the Canadian Press Association, has been appointed treasurer and office superintendent of the Loblaw Groceterias, Limited, Toronto.

Clarence J. J. Chiasson, purchasing agent the past four years for the Portland (Me.) Evening Express and Sunday Telegram, has resigned to accept a position as salesman for the Underwood Typewriter Company. He will be located at Bangor.

R. B. Waggoman, formerly publisher of the Ranger (Tex.) Times, sold his interest in that paper and has been appointed business manager of the Albuquerque (N. M.) State Tribune. Mr. Waggoman left the Ranger Times about six months ago, since which time he has been auditor and office manager of the El Paso Times.

John C. van Benthem, circulation manager of the San Francisco Bulletin, and his assistant, Harry Spaulding, have resigned to take a long sea voyage. B. W. Bates is the new circulation manager.

J. W. Schuler, circulation manager of the Hudson (N. Y.) Dispatch, started this month publication of the Dispatch Circulation Pusher, a paper for the paper's 50 carriers.

Frederick Blake, formerly of the New York Evening Post, is now soliciting advertisements for the New York World Saturday Radio Magazine section. Louis Lancaster, of the World merchandising department, has also been transferred to the radio magazine section.

J. F. Koons, Jr., has been appointed manager of the foreign advertising and merchandising departments of the Cincinnati Post. He was formerly with the Post, but more recently has been the head of the Koons Advertising Agency of Cincinnati.

Ambrose Driscoll, advertising salesman for the Syracuse (N. Y.) Post-Standard, has been appointed business manager of the Daily Orange, Syracuse University newspaper. He will assume his duties next week.

A. A. Arthur has been appointed advertising manager of the Durango (Col.) Democrat to succeed M. D. Hannan, who has gone to the Marshfield (Ore.) Coos Bay Times in the same capacity.

James S. Louvau has been appointed business manager of the Sacramento Star. Louvau is 26 years of age. After four years with the circulation department of the San Francisco Daily News, he went to Sacramento where he has been circulation manager of the Star for four years.

IN THE EDITORIAL ROOMS

J. V. "VICK" HARRIS, for the last three years on the rewrite battery and copy desk of the Chicago Herald and Examiner, has resigned to take up publicity work with the Illinois Committee on Public Utility Information.

Harrison M. Howard, who recently resigned as day commercial reporter for the Sioux City (Ia.) Tribune, left last week for New York to sail for Europe.

N. C. Bray, formerly a reporter on the Sioux City (Ia.) Journal, is now senior member of a firm of undertakers at Onawa, Ia.

G. Nicholas Ifft, of the Pocatello (Idaho) Tribune, has been elected president of the Presbyterian Brotherhood of that city.

O. N. Hilt, assistant State editor, Cleveland (O.) Plain Dealer, who recently suffered a breakdown, has resigned to recuperate.

Paul R. Kelty, news editor of the Portland (Ore.) Oregonian, has been elected knight commander, court of honor, Scottish Rite Masons.

Harold D. Valpey, managing editor, Lynn (Mass.) Item, sailed from New York Nov. 3 for a cruise of the Caribbean.

George W. Marble, publisher of the Fort Scott (Kan.) Tribune, will deliver the principal address at a public meeting in Ottawa, Kan., Nov. 6.

Lena McCauley, art editor of the Chicago Evening Post, spoke Oct. 23 before the Dwight (Ill.) Women's Club on "Art Adventures of a Practical People."

Harry Hill, who has been night editor of the Portland (Ore.) Journal, succeeds E. N. Blythe, resigned, as head of the copy desk.

George Wheeler has resigned from the sports desk of the St. Paul (Minn.) Pioneer Press.

T. E. Stephenson, managing editor, Santa Ana (Cal.) Register, has assumed his new duties as postmaster at Santa Ana.

Jack Sears, Salt Lake City Deseret News cartoonist, has launched an art school.

FOLKS WORTH KNOWING

LOVE of American speed and efficiency brought an English journalist back to New York City from high honors in the newspaper world of his native England.

F. DOUGLAS WILLIAMS

The journalist is F. Douglas Williams, general manager for North America of Reuters Limited. He has just returned from a year spent in London, during which he held down the very important position of chief editor for Reuters.

Previously he had spent two years and a half in New York City.

Williams joined Reuters in 1910 at the age of 18. Before the war he was attached to the head office in London and also executed numerous special missions abroad.

During the war, he joined the British artillery, rising to the rank of captain, being awarded four decorations. He served more than two years at the French and Belgian fronts, was wounded in 1917 and on recovery symbolized British bulldog pluck by continuing service, this time as staff captain with the British troops in North Russia. He remained there until the spring of 1919, when he was demobilized and rejoined Reuters London staff.

After a trip through the Balkans and South Russia, he assumed charge of Reuters Paris bureau, whence, in the summer of 1920, he went to New York as general manager for the United States. After holding this position for two years, during which Reuters organization in this country was greatly increased, Williams was recalled to London on 24 hours' notice as the result of the sudden death of F. W. Dickinson, chief editor of the news service, with full control over all Reuters news activities.

Following a three months' period of reorganization in London, Williams was offered the succession of the chief editorship, but on personal grounds asked permission to return to his post in New York. Reuters board finally assented, but asked him to stay on for some months to complete the various organizations and changes he had initiated in the news service, both incoming and outgoing.

Lynn Cowell has resigned as editor of the Dickinson (N. D.) Recorder-Post.

Earl Hoffer, of Harrodsburg, Ky., has been made editor of the LaFarge (Wis.) Enterprise.

Don H. Haislet, son of Herman W. Haislet, of the St. James (Minn.) Independent, has been made managing editor of the Rogers Park Star of Chicago.

W. L. Sery, editor of the Montgomery (Minn.) Messenger, is in hospital as a result of being shot accidentally by a companion while hunting. He is expected to recover.

Jacob Frohwerk, veteran Kansas City newspaper man and editor, received serious injuries when struck by an automobile recently.

Garland N. White, editor of the Bethany (Mo.) Clipper, and an editorial writer on the St. Joseph (Mo.) News-Press, has gone to California for his health.

Paul J. McGahan, of the Washington Bureau of the Philadelphia Inquirer and Department Commander of the American Legion for the District of Columbia, and John A. Kennedy of the Washington Herald are back from the Legion's convention in San Francisco.

John J. Daly, recently of the McMillan Company of New York, has been made dramatic editor of the Washington Post. Mr. Daly formerly was in charge of dramatics of the Post.

Harris E. Richards is the new news editor of the Chicago Journal of Commerce. Mr. Richards was formerly managing editor of the Honolulu Times-Bulletin.

Joe Muldoon, sport writer, is the latest addition to the Chicago Herald & Examiner staff.

Miss Patricia Dougherty, "Princess Pat," has returned from New York where she was assigned on the Stokes

(*Continued on next page*)

VISITORS TO NEW YORK

A. E. BRAUN—Pittsburgh Post.
Manuel Villa-Real—Manila (P. I.), La Van Guardia.
W. G. Johnson—Jackson (Miss.) News.
Robert Latham—Charleston (S. C.) News & Courier.
H. V. Jones—Minneapolis Journal.

The following papers have renewed their contracts for the Haskin Service for another year.

The Omaha World Herald
The Cedar Rapids Evening Gazette
The Peoria Evening Star
The Sioux Falls Argus-Leader
The Kokomo Tribune

PERSONAL

(*Continued from page* 41)

trial and is again covering special assignments for the Chicago Evening American.

W. Thomas Hargis, Philadelphia Public Ledger reporter, is the father of a baby girl, Helen Patricia, born October 18.

Miss Katherine Zimmerman has come to Philadelphia from London to get "the American angle" to journalism. She is on the staff of the Philadelphia Public Ledger.

S. Ellmore Boney, city editor of the Philadelphia Public Ledger, has returned from an extended vacation in South Carolina. He will resume his teaching of journalism in Temple University within a fortnight.

Henry M. Neeley, formerly motion picture editor of the Philadelphia Public Ledger, is now editing his own magazine, "Radio in the Home."

John B. Ryan, Jr., grandson of Thomas Fortune Ryan of New York, has joined the staff of the Philadelphia Public Ledger. Barclay Warburton, Jr., grandson of John Wanamaker, is also doing assignments for the Public Ledger.

Frank Richter, Jr., has resigned as night city editor of the Philadelphia Public Ledger to become news editor of the Philadelphia Inquirer.

Mr. and Mrs. James E. Cleary have announced the birth of a baby daughter. Cleary is manager of the business survey department of the Chicago Tribune.

Phillip S. Perkins, court reporter for the Syracuse Post-Standard, has returned from San Francisco, where he was a delegate to the American Legion convention from the Syracuse Post.

Frank Dallam, member of the staff of the Sunday World and one of the best known newspaper men in New York, is seriously ill at St. Luke's Hospital.

MARRIED

THE engagement of Miss Janet Annenberg, daughter of M. L. Annenberg, chief of circulation of all Hearst publications, to L. Stanley Kahn has been announced.

H. L. Dodson, Associated Press operator on the Iola (Kan.) Register, to Miss Marie Dawson, of Afton, Kan.

Marion C. Shipley, city editor of the Dodge City (Kan.) Globe, to Miss Margaret Bennett, of Neodesha, Kan.

Josephine Morganthaler, city editor of the Le Sueur (Minn.) Herald, to Edward Cronin.

H. W. Troth, late city editor of the Sioux Falls (S. D.) Leader, to Miss Alma Langhout. They have gone to Los Angeles, Cal., to live.

HOLDING NEW POSTS

ERNEST L. LYNN, political reporter, Cleveland (O.) Plain Dealer, to Cleveland office, Newspaper Enterprise Association.

Nelson Budd, Cleveland (O.) Plain Dealer, to editorial staff of Columbus (O.) Ohio State Journal.

E. T. Ingle, Cleveland (O.) Plain Dealer, to Toledo (O.) Blade.

George M. Slack, Dayton, O.; O. F. Holden, New York, and Allen E. Hinton, to staff of Cleveland (O.) Plain Dealer.

E. H. Lighter, city editor Ames (Ia.) Tribune, to advertising manager LeMars (Ia.) Sentinel.

E. J. Collins, formerly circulation and advertising manager Grinnell (Ia.) Register, to advertising manager Washington (Ia.) Democrat.

G. W. Mouat, reporter Cleveland (O.) News, to Grand Rapids (Mich.) Press.

Paul Frederichsen, former Clinton (Ia.) newspaper man, from city editor United News, New York, to telegraph editor, San Francisco News.

Martha Ann Aiken, reporter Cleveland (O.) Plain Dealer, to advertising department Halle Brothers department store, Cleveland.

DAYS OF SPORT

BOB MOONEY, Associated Press operator of the Buffalo (N. Y.) Times, won the championship of the Western New York Newspaper Men's Golf Association, turning in a net score of 79. He was awarded a leg on the championship trophy donated by Ganson Depew, assistant United States attorney at Buffalo. E. V. Rast won low net prize and had second low gross. Bob Coulson, of the Buffalo Times, and P. D. Fahnestock, of the Buffalo News, tied for third low gross. More than a dozen valuable prizes were awarded.

IN THE AGENCY FIELD

THE Frank Seaman Company, New York, has taken over the Allen Advertising Agency, formerly located at 440 Fourth avenue.

Anthony A. Babor, formerly with the Allen Advertising Agency, New York, is starting into business for himself under the name of the A. A. Babor Advertising Agency, with offices at 110 West Forty-second street.

The Federal Advertising Company, of Cleveland, has been incorporated with $1,500 capital by E. C. Lutz and H. A. Combes.

Bryce Ritchie Muir has joined the Brotherton Company, Detroit, and will act as contact man, with office at Ford, Ont.

The business formerly conducted personally by Walter B. Snow under the name Walter B. Snow and Staff has been incorporated under the above title.

Charles H. Beebe has joined the staff of Horne & Livingston, San Francisco advertising agency, as sales promotion manager. Until recently he was with the Johnston-Ayers Company, San Francisco, and K. L. Hamman, Oakland, affiliated advertising agencies. E. J. Lomax of Johnston-Ayers Company, San Francisco, and K. L. Hamman, Oakland, has been promoted to sales promotion manager.

A. B. Sharton has resigned as vice-president of the Wallerstein-Sharton Company, Inc., New York, to become vice-president of the E. T. Howard Company, also of New York.

Nelson H. Seubert has joined the George Batten Company, Inc., New York, as a member of its marketing division staff.

The following men have joined the art department of the Ethridge Company: Alexander Nesbitt, Walter Blum, Joseph Zenk, David Ciabattari, Gordon Ross and Harry S. Christie.

Henry K. Brearley has resigned as secretary and treasurer of the Brearley-Hamilton Company, Grand Rapids, Mich. Allen G. Miller, who has been head of the copy department for the last five years, has been elected vice-president. Harry D. Kline, for the last three years advertising manager of the Corduroy Tire Company, has been elected secretary.

The Besack-Sands Advertising Company, Kansas City, Mo., which has been operated under a partnership for the last four years, has been incorporated. The officers and directors are William H. Besack, president and general manager; Fred W. Sands, vice-president; H. L. Haak, treasurer; I. B. Wassin, secretary, and Gladys Besack, assistant secretary.

WITH THE SPECIALS

McKINLEY H. SAUER, formerly Athens (O.) Messenger, has been placed in charge of the Columbus territory of the F. A. Donaldson Agency, Columbus.

C. W. Bellis has joined the sales staff of the Chicago office of the S. C. Beckwith Special Agency. Mr. Bellis was twelve years with the Chicago Record-Herald, and four years with the Chicago Tribune.

The George B. David Company has been appointed national advertising representatives for the Havana (Cuba) Post.

The St. Louis Post-Dispatch has appointed Ralph W. Mitchell as its representative in Kansas City, Mo.

WITH THE ADVERTISERS

S. F. WOODBRIDGE, JR., formerly advertising manager of the Wright and Wilhelmy Hardware Company, Omaha, and who later conducted an advertising agency of his own, is now advertising manager of W. M. Dutton & Sons Company, of Hastings, Neb.

Donald A. Luscomb, former advertising manager for Neustadt's store in Davenport, Ia., has organized the Luscomb Company, an advertising agency with offices at 208 Whitaker Building.

Frank Le Roy Blanchard, advertising manager of the Henry L. Doherty and Cities Service Companies, New York, was elected vice-chairman of the Advertising and publicity section of the American Gas Association at its recent convention held in Atlantic City.

CHANGES OF OWNERSHIP

ROY R. BARNARD, publisher of the Walbach (Neb.) Messenger, has sold his plant to Miner E. and Emil Harris. Barnard is leaving for Los Angeles, to become advertising manager of Every Woman's magazine.

John Mariner has sold the Ortley (S. D.) Optic to William J. Theiss.

J. D. Stephens, of Seneca, S. D., has purchased the plant of the Malcolm (Ia.) Leader from C. B. Copp, who will retire.

E. N. Blythe, for several years with the Portland (Ore.) Journal, has bought an interest in the Vancouver (Wash.) Columbian and will join Herbert Campbell, also a former Portland news writer, in its management.

Howard C. King, formerly editor of the Alliance (Neb.) Semi-Weekly Times, has purchased an interest in the St. Maries (Idaho) Gazette-Record, and is now located at that place.

C. G. Campbell has sold the Oceanside (Cal.) News to James B. Welch.

Seth G. Wells and his son, Don, publishers and editors of the Erie (Kan.) Record, have purchased the Erie Sentinel from Hugh G. Gresham.

NEW PUBLICATIONS

THE Kellogg-Dickson Company will start a new daily at Alhambra, Cal., Jan. 1, the Alhambra Evening Post. A plant is now being constructed. E. S. Kellogg, of the Venice (Cal.) Vanguard, will be the business manager, and Clayton L. Ward, formerly editor of the Alhambra edition of the Pasadena Evening Post, will be editor.

The Berlin (N. H.) Mail, a daily, will start publication on Nov. 15.

C. H. Bruce, whose printing shop at Bushton, Kan., was burned a few weeks ago, has located in McPherson, Kan., and is starting a morning daily, the Tribune.

The North Dakota Nonpartisan Publishing Company has filed articles of corporation, capitalized at $25,000. The company will publish the Bismarck (N. D.) Nonpartisan on a co-operative plan. Shares $1.00 each.

A new newspaper, the Headlight, has just started at Zenda, Kan.

The Kay County Publishing Company has been organized at Ponca City, Okla.,

Encourage Churches To Use More Space

Advertising by most churches consists of an announcement of the sermon topics. It ought to be more. Churches have more to "sell" the community than a sermon.

To help coordinate these separate advertisements and to provide a background, many papers are using general church promotional copy such as Series 4 issued by the Church Advertising Department.

This series has been reserved by papers in towns of Iowa, Illinois, Pennsylvania, Massachusetts, New Jersey and other states.

The 25 ads are short, addressed to general readers of the paper. The price for use is low — $10 for most papers. This gives exclusive privileges.

Send for proofs. We'll not bother you with persistent follow up.

HERBERT H. SMITH

518 Witherspoon Bldg. *Philadelphia, Pa.*

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

NEA NEA

News Feature Stories with Art Are Furnished Daily with—

NEA FULL SERVICE

Write or wire collect FOR SAMPLES AND RATES.

NEA SERVICE INC. 1200 W. 3RD STREET CLEVELAND, OHIO. NEA NEA

Short Talks on Advertising

By Charles Austin Bates

A Weekly Syndicated Service for Daily Newspapers

Written with the idea of helping to accomplish four things:

(1) To convert to newspaper advertising the local merchant and manufacturer who do not now use it.

(2) To make better and stronger advertisers of those who are already in.

(3) To further educate the reading public in the reliability, truthfulness and economic value of advertising and the advantage of buying advertised merchandise.

(4) To insure from national advertisers the consideration newspapers should have in comparison with all other media.

Complete information on request.

CHARLES AUSTIN BATES
33 W. 42nd Street New York

Gravity Never Goes on Strike

It is obvious that gravity should be used to the utmost. Printing being one of the oldest industrial arts—one would expect to find it a leading user of this costless, inexhaustible force. Yet the first newspaper plant to have *a studied application of the fullest utilization of gravity* has been in operation less than a year. We supplied the straight line and gravity plan for that plant.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production Operation
120 West 42nd St. New York

in WISCONSIN

The Sunday Telegram has BY FAR the largest circulation of ANY Wisconsin newspaper. It is fast gaining the recognition of national advertisers who seek to capture this rich market.

INVESTIGATE!

Learn the truth of the latest audits, and you'll use the

Milwaukee Telegram

REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

with a capital of $50,000. Incorporators are: Frank B. Lucas, Ernest L. Hubbard and Charles E. Stephenson.

The Buckeye Grocer, official organ of the Ohio Retail Grocers' and Meat Dealers' Association, appeared Oct. 22. The new magazine is published in Springfield, Ohio, and will appear monthly. John D. Millar is editor.

The Law Student, Brooklyn, N. Y., started October, published at intervals during the law school year by the American Law Book Company, in the interest of law students and the cause of legal education. R. R. Dowst, LL.B., editor.

The Reflector, a monthly magazine, Glenrio, New Mexico. W. E. Moses, publisher; Frank W. Zern, editor.

Twentieth Century Advertising, London, England, started October, monthly, J. Murray Allison, editor.

NEW PLANTS AND EQUIPMENT

THE Springfield (O.) Daily News is adding a new model 14 linotype to its composing room battery.

Work has started on a new two-story building for the Eugene (Ore.) Daily Guard.

A new building designed especially for newspaper purposes will be ready for occupancy by the Eugene (Ore.) Daily Guard next spring. The building will be 50 x 115 on the ground and two stories high. Work of construction will begin early in November.

ASSOCIATIONS

FRANK KARNS, Columbus, O., was elected president of the Ohio Typographical Conference, at a meeting held in Cincinnati. He succeeds D. B. Rodgers, of Springfield. Charles F. Etters, Akron, is vice-president, and J. S. Gilchrist, Newark, secretary. The 1924 conference will be held in Cleveland.

The Manitoba division of the Canadian Weekly Newspapers' Association held its annual meeting in Winnipeg on Oct. 22 and elected Fred C. Norris, Elkhorn Mercury, president, and W. B. Ballantyne, Emerson Journal, vice-president.

The Carolinas-Virginia Circulation Managers' Association, meeting at Roanoke, Va., elected C. C. Council, of the Durham (N. C.) Herald president, and selected Charleston, S. C., as the next place of meeting. Other officers elected were: William T. Corbin, Greensboro (N. C.) News, vice-president; A. F. Carrere, Charleston (S. C.) News and Courier, second vice-president; Charles E. Ader, of the Winston-Salem (N. C.) Journal, secretary and treasurer.

Third district editors of Kansas gathered in Chanute Oct. 20 for their annual fall conference. On the program were Arthur D. Murlin, Parsons Republican; Emmet D. George, Independence Reporter; Hugh Powell, Coffeyville Journal; Doc Moore, Pittsburg Headlight; George W. Eyer, Buffalo Blade; Seth G. Wells, Erie Record; John S. Gilmore, Wilson County Citizen; C. P. Beebe, Neodesha Daily Sun, and Judge J. D. Finley, of Chanute.

The Kansas Editorial Golf Association chose Walter Hughes, Emporia, president, and W. C. Albright, Wichita, secretary, at meeting held at Junction City, Kan., Oct. 16.

Wellington County (Ont.) Press Association held its semi-annual meeting at Mount Forest, Ont., on Oct. 26. Officers elected were: President, J. C. Templin, Fergus News-Record; vice-president, A. H. Gardoner, Harriston Review; secretary-treasurer, A. W. Wright, Mount Forest Confederate.

The San Francisco Advertising Club had as a speaker Sir Harry Lauder, at its Oct. 24 meeting. Lauder, speaking of the coming convention of the Associated Advertising Clubs of the World in London, said the world is thirsting for the friendship and unity of the English-speaking peoples.

The annual convention of the Maritime Weekly Press Association was held in Moncton, N. B., Oct. 23, 24, 25. The following officers were elected: President, Donald F. Fraser, of the New Glasgow (N. S.) Chronicle; vice-presidents, for New Brunswick, C. C. Avard, of the Sackville (N. B.) Tribune; for Nova Scotia, Mrs. P. N. Fielding, of the Windsor (N. S.) Tribune; for Prince Edward Island, L. Taylor, of the Summerside (P. E. I.) Journal; secretary-treasurer, H. B. Anslow, of the Campbellton (N. B.) Graphic.

The Advertising Club of Hutchinson, Kan., has volunteered its services in selling 500 tickets for financing the dinner to be given Reno county farmers and their families by Hutchinson business men at the Dairy Show.

The State convention of the Kansas Authors' Club was held Oct. 23 at Hutchinson, Kan., in the Chamber of Commerce auditorium.

The British Columbia Institute of Journalists will hold its annual cabaret in Hotel Vancouver, Vancouver, B. C., on Nov. 5.

The Portland Ad Club, at a meeting after a chicken dinner at Hillcrest, Sebago Lake, accepted papers of incorporation for the club.

At the annual meeting of the Wisconsin Daily League, comprising thirty daily papers, held at Fond du Lac, Wis., W. Ohde, of the Manitowoc Herald-News was elected president and A. M. Hibbard, of the Stoughton Courier, vice-president. H. H. Bliss, of the Janesville Gazette, secretary, declined re-election, and the office is unfilled.

Editors of the Seventh Congressional District of Minnesota held their annual conference at Milan, Minn., Oct. 26 and 27.

David Baxter, labor editor for the Hutchinson (Kan.) Gazette, was made a member of the Kansas Authors' Club at its meeting in Hutchinson Oct. 22.

Because the Advertising Club of Minneapolis, Minn., has decided this year to do away with all departmental forums, the advertising managers of all Minneapolis banks have formed a separate club consisting of advertising managers of Minneapolis banks, known as the Financial Advertisers' Club. Officers are: B. S. Woodworth, Minneapolis Trust Company, chairman, and L. A. Clausen, Hennepin County Savings Bank, secretary.

B. D. Davey, president of the Birmingham, Ala., Ad Club, made an address on Oct. 19, before the Decatur Chamber of Commerce in which he stressed the importance of advertising and the need for trained men in the field.

Miss Hazel Ludwig, for the last two and a half years connected with the research department of the D'Arcy Advertising Company, St. Louis, has been elected president of the Women's Advertising Club of St. Louis.

Advertising Men's Post 209, American Legion, presented an American flag to the Advertising Club of New York with appropriate ceremonies at a special luncheon Oct. 31.

SCHOOLS OF JOURNALISM

TWO students in the department of journalism at Ohio State University, while completing their academic careers, own and aid in the operation of their own newspapers. Marc A. Wilkinson, 20, a junior, is proprietor of the Baltimore (O.) Weekly Beacon. Harold K. Schellenger, 22, a senior, recently purchased controlling interest in the Jackson (O.) Standard-Journal.

Editors and their wives from all parts of Oregon will be entertained by Sigma Delta Chi, professional journalism fraternity, at the Oregon Agricultural College on Nov. 3, the date of the Oregon-Washington football game.

Work in the department of journalism of the University of South Dakota, at Vermillion, has been doubled. Twelve courses, including six new ones, are offered. Prof. J. A. Wright is the head.

The Colby Press Club at Colby College has elected Joseph E. Smith, of Skowhegan, Me., president, and Miss Marion Cummings, of Hebron, secretary.

"In Boston It's the Post"

Circulation Averages for 1922

BOSTON DAILY POST
396,902
Copies Per Day

BOSTON SUNDAY POST
401,643
Copies Per Sunday

First in Local, General and Total Display Advertising

Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES AS

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A. B. C.

KELLY-SMITH CO.
Marlborough Bldg. New York
Lytton Bldg. Chicago

EVENING HERALD
Los Angeles, Calif.

Gained 20,347 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

TEN YEARS of LEADERSHIP

For more than ten years this paper has led the evening field in Paid Display Advertising

NEW YORK EVENING JOURNAL

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation 118,000
Sunday Circulation ...175,000

Member A. B. C.

MARKET HOUSE
for all
WESTERN NEW YORK

Buffalo is the food distributing center for nearly a million people in the eight western counties of New York State. You can cover every section of this broad market effectively thru the BUFFALO EVENING NEWS *ALONE*.

A. B. C. Total Net Paid 119,754 September 30, 1923.

BUFFALO EVENING NEWS
Edward H. Butler
Editor & Publisher
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York, N. Y. — Lytton Bldg. Chicago, Ill.

Truth in Pictures

The advertising censorship of The New York Times is applied to illustrations as well as to text. All that might mislead the reader, misrepresent an article, or be offensive to readers of The Times are excluded.

The American Photo-Engravers' Association is supporting the movement for honest illustrations and recently passed this resolution:

The Executive Committee of the American Photo-Engravers' Association heartily approves the efforts of the Vigilance Committee * * * * to purge the photo-engraving business of the unethical practices of reproducing any copy for any purpose that is known to the photo-engraver to be a gross exaggeration of the subject intended to be shown.

New Haven Register
is New Haven's
Dominant Paper
Circulation over 37,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

In New Orleans it's THE ITEM

"The African World"
AND
"Cape-to-Cairo Express"
Published every Saturday in London.

"Litrachoor"

The navy dirigible ZR-1 visited Chicago recently and it is interesting to read an account of the visit written by a young woman reporter for one of the metropolitan newspapers. It is the best example of the exaggerated style—the style that should be avoided—that we have seen for some time:

"A ponderous silver whale, plump, comfortable, but sinister looking, with six swaying gondolas of men swirling beneath its gills, and two black ZR-1's for eyes, swam with graceful importance through the dirty park air a thousand feet above Chicago for almost two hours yesterday afternoon.

"And Chicago, formerly unawed by superlatives, caught its breath at sight of this ultimate example of aircraft."

At the beginning the writer compares the dirigible with a "ponderous, silver whale." In the third paragraph it becomes a "shimmering cigar," nearly a block long, and "seemed as national as the president of the United States."

One fancies such cigars are sold at the National Cigar stores.

And down another paragraph one learns:

"The elliptical watermelon with the aluminum rind struck the upper layer of the downtown district at a quarter to five. Tall people were sticking their heads out of the tallest buildings."

One can hardly blame tall people for sticking their heads out of the tallest buildings to see this marvelous thing, which started out as a silver whale, changed into a shimmering cigar, and then suddenly an elliptical watermelon.

And what sense of proportion was displayed by the tall people who stuck their heads out of the tallest buildings! Chicago people being noted for their fine taste, the short people, of course, stuck their heads out of the short buildings.

This story is not criticised because one is cruel, for there is a moral attached. The type of young lady is quite frequent. She is throbbing, palpitating, eager to see life. It is a common type in the United States. But in the long run she would be much happier at home boiling cabbage for a husband and children.—Editorial in the Dubuque Telegraph-Herald.

* * *

F. J. Raymond, editor of the Blakesburg (Ia.) Weekly Excelsior, has tired of publicity seekers and free advertisers. He devoted some of his paper's preferred-position white space to tell the world so, and this is what he said:

"Here you will find a schedule of prices from which no deviation will be made, but we hope to donate a certain percent of our earnings toward foundling an asylum for those feeble-minded people who believe an editor has a soft snap.

"For telling Excelsior readers a man is a successful citizen, when everybody knows he is as lazy as a bench warmer. $2.75.

"For referring to some gallivanting fellow, as one who is mourned by the entire community, when he will only be missed by the boozers, $10.18.

"Referring to one as a hero and a man of courage and one who will stand by his convictions, when everybody knows he is a moral coward and would sell out for a dime, $4.13.

"Referring to some gossipy female as an estimable lady whom it is a pleasure to meet and know, when every man in town would rather see Satan coming, $8.10.

"Calling an ordinary preacher an eminent divine, 54 cents.

"Lambasting the daylights out of John Barleycorn at the behest of the local dry forces, $6.77.

"Whooping 'em up for the repeal of the Volstead law in the interests of the local White Mule Funnel Club, $6.77.

"Referring to a deceased merchant who never advertised and who was too stingy to contribute toward needed public improvements as a leading citizen and a progressive resident, $344.99."

* * *

Hugh M. Woods, assistant city editor of the Indianapolis (Ind.) Star, rode the blind baggage on Pennsylvania passenger train, No. 30, Sunday afternoon, July 29, from Effingham, Ill., to Indianapolis, Ind., thereby playing an important part in the crossing tragedy that afternoon at Liggett, Ind., which cost the lifes of nine people, seven of whom were from Danville, Ill.

The driver of the automobile, Raymond Tomlinson, of Danville, was killed, and his mother sued the Pennsylvania Railroad for $10,000 damages. Woods was summoned as a witness for the railroad. In United States District Court, here the newspaperman told of his perilous ride on the blind baggage of the fast train, hauled by two locomotives and traveling 60 miles an hour.

He testified that he stuck his head out around the side of the coal tender just before the accident and saw the Danville automobile rush onto the crossing. On cross-examination he declared the bell was not ringing, cinching the contention of the plaintiff that the railroad was to blame for the accident, the jury awarding Mrs. Moffitt, the mother, damages to the amount of $4,250, and paving the way for a settlement of eight other cases, with aggregate claims of $60,000.

"This is the first time in all my life," remarked the Pennsylvania Railroad attorney, "I ever heard of a city editor riding the blind baggage, and then after beating us out of the price of a railroad ticket, going on the stand and helping lose a damage case for us."

* * *

Seeing the White Mountains

The road rose up, the road rolled on,
We soon would see Mount Washington,
And clean, swift brooks that sweetly flow;
But what we saw was "Hexico."

The road dipped down, the road curved 'round,
We looked for green ferns on the ground,
And bunchberries by mossy logs;
But what we saw was "Boiled Hot Dogs."

The road plunged down beside a lake;
We look for ripples in the wake
Of drifting boats, and in the west—
We read that "A 1 cords are best."

The road swept toward a village green,
With church and homes of ancient mien;
We leaned to catch the pretty view—
"The Chamber of Commerce Welcomes You."

The road was climbing sharply now,
The hill wore balsams on its brow,
The sight of them had brought a smile,
When—"Smith's Garage in half a mile."

The road rose up, the road rolled on,
In front, we knew, loomed Washington,
Grim apex of our granite soil,
Which bid us—"Use Pocony oil."

Walter Prichard Eaton, in Life

Schools Urged to Take Dailies

Every school in Missouri is urged to subscribe to at least one daily newspaper and "place the same with proper emphasis before the student body" in an open letter sent out by Charles A. Lee, State Superintendent of Schools at Jefferson City.

"The daily newspaper is the great vehicle of world-wide communication."

CIRCULATION GROWTH
DURING 1923
will be an important factor in obtaining advertising for 1924. The Hollister plan will bring you the same amazing increases in circulation as it has lately brought to such papers as The Memphis Commercial Appeal, The Atlanta Journal, The Dallas Morning News, The Indianapolis News, The Washington Post. Favorable dates are available for immediate campaigns.
HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Can Your Mail List Costs Be Cut?
FROM $250 to $500 a year can be saved by publications with daily mail lists of as low as 2,000 subscribers by eliminating the "unnecessary costs" of handling the mail list and addressing publications.
Have you any "unnecessary costs"? What are they? How much do they amount to? Our Mail List Cost Sheet will enable you to answer those questions. Send for it today. It's FREE.
The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
617-625 WASHINGTON BLVD.
CHICAGO

PORTSMOUTH, OHIO
EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES
They cover South Central Ohio Completely.
Foreign Representative
ROBERT E. WARD, INC.
5 So. Wabash Ave. Chicago — 501 Fifth Ave. New York

The Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

MILWAUKEE

is the ideal try-out market. Representative in size—not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—

The Milwaukee JOURNAL FIRST - by Merit

New Records

From nothing to 200,000 in seven months on Sunday—From 25,000 to 200,000 in eleven months Evenings. Watch for the next chapter.

DETROIT
Evening and Sunday
TIMES

The Indianapolis News is different

The News is first in its field—in reader interest, in circulation, in advertising lineage and in results for advertisers.

The Indianapolis
NEWS

IN NEW ORLEANS NOW IT'S THE STATES

Largest afternoon city circulation.

Largest afternoon circulation in New Orleans trading territory.

Total daily over 52,000
Total Sunday over 77,000

1922 advertising gain, 1,025,432 agate lines.

Greatest record in the South.

Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by
JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco
and
S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

THE fall is an opportune time for department stores and other retail firms to advertise stationery, the opening of the winter social season calling for a larger correspondence. Alert newspaper advertising managers can use this tip either to gain increased lineage from present clients or as a means of soliciting new accounts. A number of stationery and other stores might join in a co-operative ad, each taking a certain amount of space. This could be made a 10-time contract, used twice weekly, the paper to utilize the center space around which the ads are grouped for an educational series on good letter writing.—H. E. Runner, Hackensack, N. J.

In a drive to increase its space on straight advertising, one newspaper listed all of the business firms given in the current city directory after which those carrying advertisements more or less regularly were lined out. The remainder were classified in groups with a concentrated attack made on each group each week by the solicitors who compared ideas on approach, etc. The plan resulted in material increased space.—Bert A. Teeters, Box 295, Springfield, Ohio.

Under the caption of "Be sure to do your Christmas shopping early," run a special pre-Christmas advertising feature. The majority of merchants would be glad to run a small advertisement as the part of a drive for early shopping. It ought to be a simple matter for a live advertising man to get at least a page of extra advertising by this plan.—F. C. Dayton, Schnectady Union-Star.

Florists can stimulate winter sales by telling what can be done to brighten up winter interiors with potted plants, bulbs and cut flowers. Detailed descriptions of certain flowers and plants arranged in interesting style would increase the pulling power of the display.—Frank D. Hicks, University of Iowa, Iowa City, Iowa.

Look into this question in your city: "How much printing work is sent out of town instead of to local print shops?" If the answer is not satisfactory there's room for a "Buy Your Printing At Home" page such as was recently used in a well-known western paper. Here's the heading used:

"'BE A BOOSTER—BUY YOUR PRINTING AT HOME—There are 350 to 400 Men and Women employed in the printing shops of (NAME OF CITY). The total investment of printing machines and equipment amounts to $1,500,000. The weekly salaries of these employees amounts to $15,000 which in turn is being spent in (NAME OF CITY). Why have your printing done by out-of-town shops when these local print shops can give you better Service, Quality and Satisfaction? Patronize our (NAME OF CITY) print shops."

Beneath this copy ten local print shops filled the page with good sized ads. Try this stunt. Line up your local printers. They can't refuse it.—George C. Marcley, Republican-Journal, Ogdensburg, N. Y.

The San Francisco Call has a new one in the circulation game. Their paper says—"Bring the Call (50) six months' subscriptions and you can drive a brand new Ford touring car yourself. After that you bring in enough to make a total of 175 subscriptions and the title to the car is yours, for ever and ever. If any worker does not secure an auto, he will receive cash for all subscriptions secured on the following basis: Fifty cents for each new subscription up to 24, $18.75 for 25 new subscriptions; seventy-five cents for each new subscription over 25 and up to 49, $50.00 for 50 new subscriptions; $1.00 for each new subscription over 50 and up to 74. For 50 new subscriptions we deliver to you the automobile, the remainder to be turned in at the rate of 20 per month.—A. R. Davison, 433 Y. M. C. A. Bldg., Omaha, Neb.

A key ad was used recently as a check to find the number who answered classified ads. The result was so surprising that a table was prepared for publication. Canvassers interviewed were surprised at the number of answers and proved to be easy prospects for space. Several ads of different characters were used to furnish statistics for canvassers.—L. J. Jellison, Dubuque Times-Journal, Dubuque, Ia.

They say that grown-ups like publicity but they have nothing on kids, especially newsboys. That fact was recently used by a publisher of a small weekly. He offered prizes to the boys selling the most each and then to the boy who topped the list he offered a writeup with a small picture on the front page. The prizes were lost sight of in the scramble to get a writeup. Several weeks the same boy topped the list and he was given a different writeup each week. The total cost was small but it sure did put some pep into the street sales of the paper.—Russell Raymond Voorhees, General Delivery, Miami, Fla.

You should have no trouble working up a double page for the New Year's edition under a "Start the New Year Off Right" idea with bank and savings and loan association advertisements. One newspaper made it three pages on last year's issue.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Certified public accountants ought to be advertisers. According to the ethics of their business, as now in force, they cannot advertise individually. If there is a local association, you might, however, get a series of advertisements explaining what a C. P. A. is, how he serves, etc., approved and financed by all chipping in. You might make this go over even without an association if you can interest one or two leaders.—James M. Mosely, 306 Bay State Road, Boston, Mass.

"Get Ready for Winter" pages are not particularly novel, but the idea is extremely durable and perpetually good if the salesman is equipped with an attractive layout. A new angle worthy of emphasis on a page of this sort is the fact that delay in preparation for winter costs money. Figure out the difference in cost between early preparation and late preparation as illustrated by prevailing prices in 1922. The contrast will be impressive. Storm doors, weather stripping, coal, heaters of various sorts—there are many opportunities for preparation of a truly profitable page.—John Lewis Shissler, Cleveland Times.

The Indianapolis News recently worked up a very successful buy-your-home page. The upper half of the page was devoted to an illustration showing a family being moved out into the street and above was the caption "Can a Landlord Put You Out Tomorrow?" Underneath was a table showing how much rents at certain rates per month amount to in 10, 15, 20 and 25 years. The lower half of the page was devoted to the usual classified ads of homes for sale.—Yandell C. Cline.

FIRST IN PUBLIC SERVICE

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World
Pulitzer Building, New York
Maller's Building, Chicago
Ford Building, Detroit

THE BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.

BOSTON AMERICAN

A Special Opportunity To Buy a Stereotype Press

Due to the consolidation of The Evening Standard and The Daily Star at New Rochelle, N. Y., the undersigned, the owners of the Standard-Star have for sale,

A 20-PAGE HOE PRESS

Which is surplus equipment and will be disposed of as soon as possible. This is a 20-page Hoe Rotary Press, a superior machine in many ways and capable of turning out a fine product. It is in running operation daily and may be inspected by prospective purchasers at any time.

It has a capacity of 4, 6, 8, 10, 12, 16 and 20 pages of 8 columns, 12 ems. It will print 20,000 per hour of 4, 6, 8, or 10 pages inset, or 10,000 per hour of 12, 16 or 20 pages collect. With the press is also a stereotype equipment.

The equipment will be offered at an advantageous price to the purchaser. For further particulars call or address

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY

They are best covered by the

Topeka Daily Capital
TOPEKA, KANSAS

Only Kansas Daily with a General Kansas Circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Supplies market data—does survey work—gives real co-operation.

Arthur Capper
PUBLISHER
MEMBER A. B. C.—A. N. P. A.

MILLS NAMED HEAD OF DIRECT MAIL MEN

Form Letter Trophy Won by J. T. Milliken & Co. at St. Louis Meet —Representative Anderson Lauded

Joseph B. Mills, merchandise manager for the J. L. Hudson Company, a department store, of Detroit, Mich., was elected president of the Direct-Mail Advertising Association at a meeting of the Board of Governors at the St. Louis convention, Friday, Oct. 26. Frank W. Hunt of Toronto was elected vice-president for Canada, and Charles R. Weirs, vice-president DeLong Hook & Eye Co., Philadelphia, vice-president for America.

These officers and Joseph Meadon, Detroit; Robert E. Ramsey, New York; Homer J. Buckley, Chicago and Harry B. Kirkland, Toledo, and W. A. Wolf, New York, comprise the Board of Governors, elected at Thursday evening's business session.

The American Multigraph Trophy for the most efficient and noteworthy form-letter campaign exhibited at the Coliseum went to John T. Milliken & Co., manufacturing chemists, St. Louis. The Chicago Advertising Council won the trophy for attendance.

One of the resolutions adopted by the convention was an indorsement of the work of Representative Anderson in conducting investigations into marketing and merchandising methods. The resolution in part says:

Whereas, One of the most exhaustive investigations conducted in the last twenty years into the distribution marketing and merchandising methods of business has been conducted under the able leadership of Representative Anderson of the United States Congress, within a budget of less than $50,000, in which he had the cooperation of outstanding business executives and associations without cost to the business world or the Government, which survey has been compiled in four volumes for the study of all business interests, setting forth as it does the greatest economical problem of the business world today; and,

Whereas, In the conduct of this sixth annual convention of the Direct Mail Advertising Association it has been clearly demonstrated by practically all our speakers that no advertising or merchandising campaign can be made complete or effective without an intelligent survey and analysis being made before conducting such a campaign because of the great economic and fundamental considerations which are necessary in our distribution system today; therefore, be it

Resolved, That we, members of the Direct Mail Advertising Association in Convention assembled, do all within our power to spread the gospel of better understanding of marketing and economical problems as applied to the business of advertising and particularly to direct-by-mail advertising.

Resolutions also thanked the speakers; E. T. Hall, for his work as chairman of the program committee; the local officers, and Joseph Meadon, retiring president. The resolutions also pledged support to the vigilance and education programs of the Associated Advertising Clubs of the World. A pledge of renewal of support to the Bureau of Simplification in their plan for standardization of paper sizes and elimination of waste also was adopted.

Political Writers' Dinner in February

The annual stunt dinner of the political writers of New York newspapers, comprising the "Inner Circle," will be held at the Hotel Astor, Feb. 9, 1924, it was decided this week. It has been the custom of the organization, which each year satirizes city, state and national politics in a dramatic performance, to hold the dinner in March. George D. Morris, of the Evening Telegram, president of the Inner Circle, has announced the appointment of several committees. W. Axel Warn is chairman of the Reception Committee, Philip D. Hoyt of the Dinner and Entertainment Committees, and James L. Durkin of the Invitations and Seating Committee.

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale
Emerson Linotype motor, 115 volts direct current. Good as new. All gears complete. Charlotte News, Charlotte, N. C.

Monotype Mats.
Excellent condition. Each series five fonts, 14 to 36 point, including Chelt. bold 86 and ital. 861, Chelt. light 64 and ital. 641, Caslon 68, Caslon condensed 113, and Gothic 140. Price $50.00 per series of five fonts. Washington Herald Co., Washington, D. C.

For Sale.
One Monotype casting machine complete with molds, supplies and extra parts.
One Duplex mechanical compressor Matrix Drying table, complete with Apron and self contained steam boiler, almost new.
One Goss Curved Plate casting box for seven or eight columns Goss.
One Model 5 and one Model 1 Linotypes.
For particulars and price address Gazette & Telegraph Company, Colorado Springs, Colorado.

Newspaper Web Presses.
No. 401—Hoe Right-Angle Quad, 32 pp., with complete new stereo. equipment.
No. 396—Goss Straight-Line Quad, 32 pp.
No. 433—Scott 24-page, 3 deck press.
No. 454—Hoe 20-page single roll press.
No. 440—Goss 16-page press, two deck.
No. 66—Hoe 12-page single-roll press.
No. 428—Cottrell 8-page "U" press.
No. 427—Goss half-tone color web press.
No. 457—Campbell Multipress, flat-bed web.
No. 241—Cox Duplex flat-bed press (in Canada.)
For details address Baker Sales Co., 200 Fifth avenue, New York.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Colyums

DAILY CHIT CHAT
Standard Feature Service,
606 Eastern Ave., Janesville, Wis.

Comic Strips

FAMOUS FANS—in 3 col.; great stuff.
KIDDIE KAPERS—in 2 col.: real kids.
Columbia Newspaper Service, 799 B'way, N. Y.

Photo News Service

SEND US YOUR NEWS AND FEATURES pictures. We pay $3 and $5 for each accepted.
Kadel & Herbert,
153 East 42d St., New York City.

Sport Review

THE NEW YORK HERALD
Great Annual Sport Review
Edited by the New York Herald Experts, headed by W. O. McGeehan. 52 orders already booked for this year as repeats.
Wire your order today.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Women's Serial

THE SERIALS OF MILDRED BARBOUR.
We are seeking additional Barbour subscribers now on the strength of the success of her serials.
Send for the evidence!
Metropolitan Newsp. Svs., 150 Nassau, N. Y.

Fiction

STORIES
Constance Edgerton
606 Eastern Ave., Janesville, Wis.

WORLD'S FAMOUS AUTHORS
Unexcelled selections, serials, novelettes, shorts.
Service for Authors, 33 W. 42d St., New York.

Humor

THE THIRTEENTH GIRL
5,000 words
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

SUPPLIES & EQUIPMENT
For Newspaper Making

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

SEND TODAY
For list of Used Newspaper Presses taken in trade for Multi-Units.
Some Press there may suit you.
Walter Scott & Co.
PLAINFIELD, NEW JERSEY
CHICAGO 1441 Monadnock Block — NEW YORK 457 Broadway

Cline-Westinghouse Double-Motor Drive with full automatic push button control.
USED BY THE
CLINTON HERALD
Clinton, Iowa
We refer you to them for their opinion.
CLINE ELECTRIC MANF'G. CO CHICAGO — QUALITY NAME SERVICE FAME — CLINE WESTINGHOUSE
MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

REBUILT LINOTYPES AND INTERTYPES FOR SALE
Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.
THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

SAMUEL T. FREEMAN & CO.
Auctioneers
1519-21 Chestnut St. Philadelphia
Receiver's Sale
REAL ESTATE AND EQUIPMENT
of the plant of
THE BETHLEHEM SUN PRINTING & PUBLISHING CO.
S. E. Cor. New and Lehigh Sts.
Bethlehem, Pa.
MONDAY, NOVEMBER 26th, 1923, at 1:30 P. M.
ON THE PREMISES
The sale comprises a 2-story stone building, and lot 66½ x 135', and complete equipment of a newspaper office, including Hoe Newspaper Press, 4 Mergenthaler Linotypes, Miller Saw, Proof Press, Chases, 33 Rolls Newspaper, Type, Metal, Metal Furniture. Office Furniture—4 Typewriters, Flat Top Desk, Safe, Chairs, etc.
By Order Of: Warren R. Roberts, Receiver.
Smith, Paff & Laub, Easton, Pa., Attorneys for Receiver.
Catalogues will be mailed upon application to the auctioneers, Samuel T. Freeman & Co., 1519-21 Chestnut St., Philadelphia, Pa.

GOSS SERVICE
Repair Parts for every Goss Press or Stereotype machine are carried in serially numbered stock bins at our Chicago Plant.
Orders are shipped immediately —including those received by the "man on watch" nights, Sundays and holidays.
This service has no parallel in the industry. How vital it is, our customers keenly appreciate.
The GOSS PRINTING PRESS CO
1535 S. Paulina St. Chicago

"QUICK STICK"

Paste Powder
Mixes Quick
Sticks Quick
Dries Quick
Made from pure vegetable gum. A tenacious white paste which "takes hold" instantly and sticks tight. Guaranteed not to sour or mold. Costs less.
MANUFACTURED ONLY BY
THE COMMERCIAL PASTE COMPANY
COLUMBUS, OHIO

Introduction to Employer and Employee

ITUATIONS WANTED

A WORD for advertisements under this classification. Cash with order. For unempoyeld one insertion (adv. not to d 50 words) FREE.

rtising Manager.
the publisher of a daily newspaper in a of 100,000 I can offer the services of a spaper man, 30 years old, who has re- ed his training on one of the largest city dailies. He now handles the local foreign advertising in a major display sification. This job has fitted him for opportunity he seeks. His methods of iness building are clean and effective. will furnish excellent references. Ad- ss Box C-722, Editor & Publisher.

round Newspaper Artist
g editorial cartoon. Live sports; illus- ns; paragraphs. Address Box C-697, care r & Publisher.

Papers.
who conducts a daily column of com- on world affairs wants to get in touch publisher of chain of papers. Column sted and is an interest builder. Write , Editor & Publisher.

lation Man
veral years' experience as solicitor crew ger and agency man. Five years with daily paper in city of 50,000. Available ice. Prefer Middle Western States. If want a business getter write or wire at H. L. White, General Delivery, Cedar ls, Iowa.

lation Manager:
Publisher, you say the man I hire to direct circulation department must be one who battled his way from the bottom to the and from his own experience direct the successfully to secure 100 per cent effi- y. Age 35. Now employed. Location or of town no object; for particulars and ref- es write C-731, Editor & Publisher.

ified Advertising Manager.
rienced on Metropolitan and small dailies Sunday. Can train solicitors, organize e room. Will increase your lineage and revenue. Write my own promotion copy. employed. Want bigger opportunity. C-728, Editor & Publisher.

or,
f ripe experience in news and editorial, early connection with high-class pub- on; capable of handling delegated au- ty without presumption. Evening news- r only. Strong credentials and can live o them. Prefers N. Y. State or New and. Now engaged publicity work. Per- reasons for making change. Salary must nviting. Address "Publicity," 507 Union t Building, Detroit, Mich.

utive,
married, Christian; 17 years' diversified rience, embracing accounting, auditing, nizing, office management, purchasing ts and collections and selling. Ambition the driving force of past success sup- ed by a good education, intelligence and d judgment. C-737, Editor & Publisher.

eral Manager
s situation on paper needing development. active charge every department. Build rtising, develop circulation, operate me- ical and handle business details producing omically a good newspaper, doing maxi- business at lowest costs. Able to pro- results under adverse circumstances and g conditions. Available now. Address 4, care Editor & Publisher.

aging Editor.
Publisher, there is at your disposal a spaper man, 33 years old, now em- ed on a metropolitan paper in an ex- tive capacity. This man wants a position editor or managing editor of a paper in maller town where his 13 years of ex- ience will help make **Your** paper the pub- tion you have always wanted it to be. will come to you for a reasonable salary does not want more until he delivers the ds. A virile writer, a capable executive, ard worker and a judge of news values will give you more than money can buy— alty and co-operation. His reason for nging his abode is that he wants to be re than a cog in a machine—a factor in r community. Box C-687, Editor & Pub- er.

spaperman
versity trained; all-around and practical ter. Connection with interest optional. Ad- s Box C-709, care Editor & Publisher.

spaper Man
twelve years' experience, six executive, ts permanent connection as managing or editor in city of between fifty and three dred thousand population. Experience been on both small and metropolitan es, including leading newspapers and spaper organizations in New York, Kan- City, Chicago, Milwaukee, Dallas, etc. give responsible publishers and executives eferences. Address C-735, care Editor and lisher.

ortorial or Editorial Position
newspaper or magazine wanted by young an with experience in general reporting feature writing. Has also done publicity k in connection with film company and ertising agency. College education. Office ning. Address C-727, care Editor & Pub- er.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

A Circulation Building Organization
wants men to work as solicitors and qualify for promotion. "Floaters" need not apply, this is a permanent position to the right man. The Fred Cox Service, Suite 402, Post Office Building, Coatesville, Pa.

Advertising Solicitor.
A New England local daily requires an advertising solicitor. Salary about $2,000 with advancement for a producer. Past performance and attributes of character will be carefully scrutinized. State religious and political preferences. C-719, Editor & Publisher.

Leading Daily Newspaper
of Washington, D. C., has opening for experienced advertising solicitor. In your answer give age, experience you have had, previous salary earned, and other particulars regarding yourself. This position is permanent with opportunity for advancement. Box C-736, Editor & Publisher.

Salesman.
High powered producer to travel, experienced in advertising, selling our cut services to newspapers and retailers, choice territory open. Liberal drawing account. Knickerbocker Illustrated Services, 1476 Broadway.

Telegraph Editor
or Reporter. Telegraph editor capable of handling full leased wire and reporter with small city experience; New York State preferred. Address Evening Leader, Corning, N. Y.

Wanted
First class subscription solicitor. One who is experienced in rural solicitation and who can go into a suburban town and really "clean it up." Give full details as to age, experinece and salary desired, in letter to Jerseyman, Morristown, N. J.

Wanted.
An advertising solicitor who believes in advertising; can go out and work with the merchants until they are "sold"; sit down with them and write the kind of copy they need and do this every day in the week. This is no easy position. If you can qualify, address M. E. Kurtz, the Warren Chronicle, Warren, Ohio, stating how much money you want a week to start. No references needed. Position open now. C-720, Editor & Publisher.

Wonderful Opportunity.
Wanted—Country Circulation Manager for important paper in South-Eastern city of 200,000 population, only morning and Sunday paper in field with State-wide distribution. Must have experience in handling road men and general promotion work. Address Box C-711, care Editor & Publisher, giving experience in detail and salary wanted.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Daily Newspaper Wanted.
Advertiser wants to buy or lease with option of buying, evening daily in city of 20,000 or over. Newspaper wanted may be run down now but it must have a good field. Advertiser is prepared to lay down substantial cash payment, pay all cash or deposit purchase price in local bank in case of lease. Make your price dead right and act quickly. Address C-725, Editor & Publisher.

Publishers Requiring Circulation
British Isles and Europe write Box 63, John Heywood, Limited, Manchester, England.

BOOKS, ETC.

6c A WORD for advertisements under this classification. Cash with order.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

Publishers—Attention!
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub. Dept. MOJ4, Hannibal, Mo.

KANSAS CITY STAR LOSES AD CASE

Court Rules a Newspaper Cannot Censor Ads Without Advertiser's Consent in Denying Star's Claim

A newspaper may not censor copy offered by an advertiser without that advertiser's consent.

Such was the ruling of a jury in Kansas City, last week, in denying a suit brought by the Kansas City Star against Foreman & Clark, clothiers, for the payment of $2,979.20 for 8,512 agate lines of advertising.

The clothiers in their copy given to the Star stated that $497,568 was saved yearly in rental and that the firm was backed by a written guarantee of $10,000,000. The defendants offered evidence to prove that the newspaper changed these figures without authorization. Attorney for the defense said he could prove that both statements were true.

In giving his instructions to the jury the court stated that if the clothing firm gave certain advertisements to a newspaper to print and expressly directed the newspaper to run the advertisements as offered, then that newspaper had no authority to censor the advertisements or to determine whether any statements in the advertisements were true or untrue.

A wire from EDITOR & PUBLISHER to the Kansas City Star regarding the suit was referred to the Kansas City Better Business Bureau, which forwarded the following account of the case:

"Suit was instituted by the Kansas City Star to recover $2,979.20 due for 8,512 lines of advertising space furnished Foreman & Clark in January, 1922. The Star had repeatedly refused to publish advertisements of Foreman & Clark carrying the statement of the $10,000,000 guarantee, and the statement of $497,568 rent saved yearly because the Star thought those statements misleading and would cause confusion to its readers and customers.

"The Star's position in this matter was due to an investigation by the Better Business Bureau of the Kansas City Advertising Club, extending over the entire period of Foreman & Clark's business operations in Kansas City since April, 1920, when their Kansas City store opened. Foreman & Clark's newspaper advertising was of the type which cast reflections and aspersions upon the clothing industry, and dealers and merchants in that line, and claimed advantages over other dealers because of an upstairs location.

"Efforts by the Better Business Bureau to get Foreman & Clark to change this type of advertising were unavailing, and resulted in the Star's refusing to carry this copy without changes. Agents of Foreman & Clark testified at the trial that they gave specific instructions at the time the advertisements referred to in the trial were submitted, not to publish them unless run in the exact form submitted. This was denied by representatives fo the Star, and testimony was offered showing Foreman & Clark had paid for advertising of similar character with similar changes covering a period of more than a year.

"The court submitted the above issue to the jury and after three and a half hours deliberation 9 jurors out of 12 returned a verdict for Foreman & Clark. The trial court consistently ruled throughout this case that the truth or falsity of the objectionable statements was not an issue in the case, the only issue being the instructions, if any, of Foreman & Clark not to publish the specific advertisements referred to unless in the exact form submitted. Any statement EDITOR & PUBLISHER may receive from any source which implies that this case was tried on the issue of truth or falsity of Foreman & Clark's advertising statements is incorrect. It has been the policy of the Kansas City Star for many years to refrain from publishing any advertisement which, in its opinion, might be misleading or cause confusion to its readers."

WE OFFER FOR SALE

a Southern California afternoon daily. Exclusive field and fine fruit country. Well equipped and showing handsome profits. A-1 property in every way. Owners ask closest investigation. Price $150,000. Terms. Proposition A.B.

PALMER De WITT & PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave., New York
Pacific Coast Representative
M. C. MOORE
515 Canon Drive, Beverly Hills, Cal.

Unusual Opportunities
Daily & Weekly NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES

WOULD YOU OWN A DAILY? Our 6,302 made $16,000 salary and profit in 1922; this year going stronger; has shown substantial gain each year over long period; this year's total close to $100,000. Adequate mechanical outfit, valuable real estate, price for entire voting stock $80,000. Ideal Eastern opening for two live wires—editor and business manager.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

FRALICK & BATES Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES
New York .....154 Nassau St.
Chicago .....605 N. Michigan Ave.
Atlanta .....Candler Annex
Los Angeles .....Security Building

British Ad Men Entertained

Three well known British advertising men, touring the United States to study advertising and merchandising methods, were guests at a luncheon at the Art Club in Philadelphia, Monday, Oct. 21. The men are J. L. Ferguson of Liverpool, senior managing director of Lever Brothers, Ltd., and nephew of Lord Leverhulme, Gerard Y. Gibbs of London and Major G. A. L. Nairn of Widnes, directors of Lever Brothers, Ltd., of London, controlled by Viscount Leverhulme. They have also entered Canada where they visited the leading merchants and manufacturers. They were week end guests of Mr. Van Horn Ely, of Haverford who is a member of the firm of Albert Frank & Co., of Philadelphia.

Lackawanna, N. Y., Papers Merged

The Lackawanna (N. Y.) Daily Journal and Daily News have consolidated. Publication is in the office of the Journal. Quincy and Walter Leckrone, owners of the Journal, and Thomas Bodkin and Jacob Barber, Sr., owners of the News, form the new firm.

Hoe Press in Wichita

The Wichita (Kan.) Eagle has ordered a latest improved Hoe heavy-design unit-type octuple press and stereotyping machinery, including a new Hoe automatic plate finishing and cooling machine.

Have used your Short Story Service for four years. Eminently Satisfactory. Decency and pep.

Frederick W. Kendall,
Sunday Editor, Buffalo Express

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau St., NEW YORK CITY

LLOYD GEORGE

writes for the

UNITED FEATURE SYNDICATE
A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

"Cynical Sam"

A one column daily cartoon will be released

November 1

by

C-V. Newspaper Service, Inc.
Illustrated Daily News Bldg.
Los Angeles, Cal.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

A MIGHTY clever editor in our town runs a column called The Office Cat, wherein may be found more human interest to local readers than in all the scareheads on the front page. His funny happenings and sayings are real; his stories are told to him at the club and dinner parties by real people; and in passing them on to us he says, "Eddie Nettels says," or "Frank Jones tells this one on Ed Poat," and we read it and the neighbors read it, and the circulation grows by leaps and bounds!—T. S. F.

Whence come the gobblers to provide the Thanksgiving feast in your city? What are they fed, plain grain or chestnuts, to fatten them for the annual "turkey day" dinner? It will be found that most of them are produced in certain nearby sections or on the other hand that they are brought from a great distance to your markets. Each year about this time the big provision houses advertise in remote weekly papers throughout the country where turkeys are raised to provide the markets.—H. G. Rhawn, Clarksburg (W. Va.) Exponent.

With the coming of cold weather will the outdoor "craps" shooters find warm quarters somewhere inside to carry on? A reporter with a keen sense of humor can work up a corking yarn along this line. A resume of summer activities at "craps" can be worked into the story. For, in spite of police activity, in most places, "African golf" has been one of the popular sports.—F. C. Dayton, Schenectady (N. Y.) Union-Star.

"Folks From Other Lands You See Every Day," was the subject of a series of 500 to 700 word stories that have recently made quite a hit for the Danville (Ill.) Commercial-News. The subjects are people born in other countries who are now residents of the city. They included an English engineer, a Greek confectioner, an Italian fruit dealer, a French dry goods merchant, a Lithuanian brick yard worker, a Mexican railroad shop employe, a German clothier, a Canadian physician, an Irish street car conductor, a Scotch tailor, a Russian Jew wholesale paper dealer and a Polish Jew clothing manufacturer. A similar assortment can be found in almost any city and is certain to be a popular feature.—Ivan L. ReVeal, The Commercial-News, Danville, Ill.

What are the birthdays of prominent men and women in your city? The Inquirer, Philadelphia, has a special feature which is called the "Birthday Bulletin." A morgue is kept of the names of the men and women chosen and in each issue three or four one column cuts appear in a neat border, bearing the name of the person to be congratulated. Beneath the picture is the caption, "The Inquirer congratulates a prominent————(physician, lawyer, merchant, or whatever the man or woman may be). The feature provides a filler for all occasions and inspires a feeling of personal interest and contact between the management and the subscribers.—Edward R. Churchill, Philadelphia.

"Tag Days" are such ordinary affairs that very few newspaper men have stopped to think that a good feature story might be developed from some of the sidelights of such an event. Who started it—the general idea? How long ago was the first tag day put across? How many givers? What is the most popular sum? Are the totals much larger when the "taggers" are attractive young women? Try this. It is comparatively a new one. —F. C. Dayton, Schenectady (N. Y.) Union-Star.

Have you ever interviewed any taxi drivers? They often have some good material for a feature. One newspaper has gone further and arranged with the local taxi company to have drivers phone in "tips" when they happen to witness accidents, fires, or other news events.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

How many of the murders and "big-time" robberies in your town during the past decade were done at the instigation of a woman or to win a woman's favor? Do these women always pay or do a goodly number of them go scott-free while their men pay the penalty? How does the criminal influence of woman compare in this decade with the past decade. If your city's criminal history runs true to the general average, it will show a heavier percentage of guilty women now than ten years ago—guilty morally, if not before the law. How do your local ministers feel about these women being permitted to go free? Do they construe equal rights for women to mean equal moral responsibility in the eyes of the law, including capital punishment, if in your state there is capital punishment for men? Perhaps in the light of police court records the time-worn phrase should be revised to "the man always pays!" What about it? A vital and stirring feature story could be done along these lines.—F. J. McEniry, 2857 Humboldt, Denver, Colo.

The Philadelphia Record is publishing an interesting series of daily editorials on advertising. The editorials are of an educational nature, answer arguments against advertising, and show the advantage of newspaper advertising over other varieties. The ad talks are dignified, are interesting as editorials, and valuable as advertising boosters. Reading of a few readily indicates the value of the editorial page for such a purpose.—John H. A. Kelly, 223 East Oak street, Norristown, Pa.

Can a man of forty, with a handicap of past failures, start anew and reach the goal of success? Dr. James I. Wyer, New York state librarian, answers the question in the affirmative and tells of many books that record true stories of men who have made good after years of dismal failure. Here is an inspiration for a story chuck full of human interest. Find out if there are such books in question in the libraries in your city. Interview men and women. Invite open discussion on the subject.—F. C. Dayton, Schenectady (N. Y.) Union-Star.

Who are the greatest readers. Boys, girls, men or women? The local librarian can easily tell from references always available. The number of readers comes, first, then the classification. Another angle is the character of reading demanded by the classifications. Then, too, the reading and reference rooms may furnish additional material along the same line.—L. J. Jellison, Dubuque Times Journal, Dubuque, Ia.

Lloyds, the great British underwriting syndicate, has covered strange "risks" for many years, but latterly the movement has spread to American companies who will now issue policies on almost anything under the sun. Get in touch with some of the agents for an article along the lines of "unusual risks" and you can get a peach of a feature with art if desired.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Thomas W. Briggs Company
General Offices
Memphis, Tenn.

We increase your Local Display 10,000 lines Monthly With Our Permanent Weekly Business Review Page
Look us up in Dun or Bradstreet's

"RIBBONS and LACES"
is the title of
THE LATEST
Ruby M. Ayres Serial

Begins November 12.
Runs Seven Weeks.
1200 Word Daily Instalments.
It's a Winner.

THE McCLURE NEWSPAPER SYNDICATE
373 Fourth Ave., New York City

America's Best Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

CHESS
By Frank Janet
A new weekly feature

THE INTERNATIONAL SYNDICATE
212 Guilford Ave., Baltimore, Md.

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

Big American Problems As Seen By Big Americans

WHEN WILL TAXES BE LIGHTER; *Secretary Mellon:*
WHEN WILL $1 BE WORTH $1 AGAIN; *Geo. E. Roberts:*
PROPOSES THIRD HOUSE OF CONGRESS; *Samuel Gompers:*
OUR DIMINISHING RAILROADS; *Julius Kruttschnitt.*

These are the titles of some of the articles which have already appeared. A feature that was bought on sight by sixty of the leading editors throughout the country in six weeks is worthy of your consideration.

BIG AMERICAN PROBLEMS is a series of weekly feature interviews with the biggest men in America who discuss the great business and economic problems before the American nation today.

It is a feature which has an immediate and powerful appeal to every business man who reads your paper as well as to your general readers.

BIG AMERICAN PROBLEMS is syndicated by the U. P. C. NEWS SERVICE, INC. An organization backed by the UNITED PUBLISHERS CORPORATION, the oldest and largest business paper publishing concern in America, publishers of the IRON AGE, the DRY GOODS ECONOMIST, MOTOR AGE and a score of other nationally known business publications.

This feature is now appearing in 60 papers including the following:

N. Y. World
Boston Globe
Pittsburgh Post
Buffalo Times
Los Angeles Times
San Francisco Chronicle
Worcester Post
Providence Journal
Atlanta Journal
Topeka Capital
Omaha News
Detroit News
Cleveland News-Leader
Chattanooga Times
Toledo Blade
Lancaster Intelligencer
Portland Press
Cedar Rapids Gazette
Seattle Times
Springfield Union
Syracuse Herald
Akron Times
Youngstown Vindicator
Altoona Mirror
Harrisburg Telegraph
Wilkes-Barre Record
Cincinnati Times-Star
Nashville Banner
Fort Worth Star-Telegram
Des Moines Tribune-Register
Minneapolis Tribune
Davenport Democrat
Johnstown Ledger
Newark News
Phila. North American
New Bedford Standard
New Orleans Times-Picayune
Washington (D. C.) Star
Pottsville Journal
St. Petersburg Times
Macon Telegraph
Pueblo Star-Journal
Roanoke Times
Galveston News
Newport Daily News
Salt Lake City Tribune
Middletown (N. Y.) Times-Press
Louisville Courier-Journal
Columbia State
Evansville Courier & Journal
Sioux City Journal
Fort Wayne News-Sentinel
The Daily Nonpareil

Write for terms and particulars to Edward F. Roberts, Editorial Director

U. P. C. NEWS SERVICE

243 WEST 39th STREET **NEW YORK**

Again, for October—

730 Columns Gain

Continuing the revolutionary advance of recent months, The Evening Mail scores heavily again in advertising gains, registering a net increase of 730 columns for October. The net gain for five months past is thus brought to a total of 350,000 lines.

Circulation has advanced during this period at an average rate in excess of 26,000 copies a day, gain.

Advertisers everywhere are recognizing that it is impossible to secure any sufficient coverage of the Greater New York evening field without employing this strong section of circulation.

THE EVENING MAIL

NEW YORK, N. Y.

87th Year
of Publication

Foreign Representatives
Paul Block, Inc., N. Y.

THIS ISSUE: YES, BUT THE BIG STORY IS OVER THERE, SAYS ELLIS.

EDITOR & PUBLISHER

1884 — *The Oldest Publishers' and Advertisers' Journal in America* — 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday

[Copyright, 1923, by the Editor & Publisher Company, James Wright Brown, President and Editor]

Vol. 56. No. 24 — NEW YORK, NOVEMBER 10, 1923 — By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign — 10c Per Copy

THE CHICAGO TRIBUNE

Newspapers Syndicate

TRIBUNE PLANT CHICAGO — 25 PARK PLACE NEW YORK

Chicago Tribune Newspapers Syndicate features mean Leadership!

Blue Ribbon
FICTION

First Run Work of First Class Authors

Blue Ribbon Serials for Sunday *(one release a week)*

Blue Ribbon Serials, Week day *(six days a week)*

Blue Ribbon Short Stories—*from 8,000 words down.*

Well Written Tabloid Short Stories of 300-600 words

BLACK & WHITE Strips

The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King.*
Harold Teen *by Carl Ed.*
Winnie Winkle *by M. M. Branner.*
Moon Mullins *by Frank Willard.*
Smitty *by Walter Berndt.*

COMICS IN COLORS

8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.

THE GUMPS
By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed
WINNIE WINKLE
By Branner
SMITTY
By Berndt
TEENIE WEENIES
By W. M. Donahey
MOON MULLINS
By Willard
KITTY
By Mildred Burleigh

GOOP ETIQUETTE
by Gelett Burgess

W. E. HILL PAGE OF COMICS
in Gravure or Black and White

CARTOONS
John T. McCutcheon—Carey Orr
Gaar Williams

BURNS MANTLE
Weekly New York Theatre Letter

THE POTTERS
by J. P. McEvoy

GRAVEL PIT PUPS
Raymond Kelly

DR. EVANS
The first and best of newspaper medical writers

Daily and Sunday

Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden. Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery.

LEASED WIRE Service
Foreign—National—Local

PACIFIC & ATLANTIC Photos
Organized by The Chicago Tribune and The New York Daily News
25 Park Place, New York

NEW YORK STATE DAILY NEWSPAPERS

The newspapers listed here are sold on the idea of co-operation.

They co-operate with one another in boosting the state of New York as the greatest market on earth.

They co-operate with the powers that be in their own communities, in making their home towns the best place on earth in which to live.

They co-operate with their local merchants in keeping their business in their home towns as much as possible.

They co-operate with national manufacturers in popularizing trade marked goods—co-operating in every possible way.

These New York State Daily and Sunday newspapers, forty-four of them, eight Sunday, ten morning and twenty-six evening, published in twenty-five cities, come as near covering the State as is possible in any one list.

Co-operate with local dealers by advertising your merchandise to the homes where the buying habit is usually created.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News (E)	17,377	.08	.08
**Albany Knickerbocker Press (M)	33,579	.10	.10
**Albany Knickerbocker Press (S)	50,219	.13	.13
††Auburn Citizen (E)	6,331	.04	.035
**Batavia Daily News (E)	8,586	.04	.04
**Brooklyn Daily Eagle (E)	61,526	.22	.22
**Brooklyn Daily Eagle (S)	74,418	.22	.22
*Buffalo Courier and Enquirer (M&E)	82,869	.18	.18
*Buffalo Courier (S)	120,758	.25	.22
†Buffalo Evening News (E)	119,573	.21	.21
††Buffalo Evening Times (E)	94,385	.18	.18
††Buffalo Sunday Times (S)	98,090	.18	.18
**Corning Evening Leader (E)	7,789	.04	.04
†Elmira Star-Gazette (E)	24,866	.11	.08
**Geneva Daily Times (E)	5,537	.04	.04
*Glens Falls Post-Star (M)	7,818	.03	.03
††Gloversville Leader Republican (E)	6,709	.03	.03
†Gloversville Morning Herald (M)	5,605	.035	.035
**Ithaca Journal-News (E)	7,367	.04	.04
**Jamestown Morning Post (M)	10,292	.05	.03
**Middletown Times-Press (E)	6,000	.03	.03
**Mount Vernon Daily Argus (E)	8,757	.04	.04
††Newburgh Daily News (E)	11,108	.05	.05
New Rochelle Standard-Star (E)	7,000	.04	.04
††New York Evening Mail (E)	170,327	.45	.42
*The New York Herald (M)	175,403	.49	.45
*The New York Herald (S)	188,314	.49	.45
††The Sun and The Globe, New York (E)	236,165	.60	.53
††New York Times (M)	333,498	.65	.637
††New York Times (S)	535,542	.80	.784
*New York Tribune (M)	130,842	.40	.36
*New York Tribune (S)	136,239	.40	.36
††New York World (M)	353,819	.595	.58
††New York World (S)	550,698	.595	.58
††New York World (E)	272,335	.595	.58
††Niagara Falls Gazette (E)	15,894	.055	.055
††Port Chester Item (E)	4,409	.03	.03
†Poughkeepsie Star and Enterprise (E)	11,743	.05	.05
††Rochester Times-Union (E)	64,032	.20	.18
**Staten Island Daily Advance (E)	13,111	.05	.05
Syracuse Journal (E)	41,285	.12	.12
**Troy Record (M&E)	23,427	.05	.05

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.
** A. B. C. Statement, Sept. 30, 1923.
†† Government Statement, Sept. 30, 1923.

The Cleveland PRESS has over 200,000 circulation!

THIS is Cleveland's latest group of *all*-quality buyers. 160,000 PRESS' go *into* the 212,691 homes in Greater Cleveland every night —one PRESS to every 1.3 families. *Ohio's Greatest Home-coverage!* During the first nine months of 1923 the PRESS carried 42% of all Local Display advertising appearing in all Cleveland daily newspapers—1,400,000 lines more than that in any other Cleveland daily paper. National advertisers who wish to *sell* merchandise in "The Cleveland Market" should do as their dealers do—concentrate their advertising in the PRESS—over 200,000 circulation, 80% in Cleveland!

The Press
First in Cleveland
A SCRIPPS-HOWARD NEWSPAPER
—including the Scripps-McRae League

CHICAGO
CLEVELAND
CINCINNATI

National Representatives
ALLIED NEWSPAPERS, Inc.
52 Vanderbilt Ave., New York

ST. LOUIS
SAN FRANCISCO

Bulletin—First in Philadelphia

By CHARLES M. PECK

THE Philadelphia Evening *Bulletin* is a wonderful advertising medium because it is a wonderful newspaper read by five hundred thousand people daily. This vast number of intelligent residents of the City of Brotherly Love could not be held together as one family if the *Bulletin* did not maintain a fixed standard of excellence, a fixed standard of cleanliness, and a positive degree of dependability.

There are newspapers in the country with as much, maybe more, circulation than the *Bulletin*. There are newspapers that make more extravagant claims, and newspapers that are constantly bidding for circulation patronage, but there is not a newspaper in the United States that more completely enthralls its daily devotees than does the *Bulletin*.

Without embracing sensational features calculated to seduce its readers and hold them by the lure of salacious promise, the *Bulletin*, nevertheless, holds them; and all efforts to take any portion of them away have invariably failed.

There is only one explanation of the *Bulletin's* power. The readers of the *Bulletin* have made the *Bulletin*, just as the readers have made the Chicago *Daily News* or the Detroit Evening *News*.

How was this possible? Well, the *Bulletin* has always produced a newspaper for its readers. It has consulted their wishes whenever a new department was introduced. It has met all of their demands for a newspaper, not only in the matter of local news, but news by telegraph and cable, and its departments have been created with the tastes of *Bulletin* readers in mind.

The *Bulletin* is respectable and yet it is never scooped on anything in the way of news that is fit to print. It is sporty in a quiet way and an all around good fellow, always ready for fight or frolic, but behind these characteristics, and others which have been enumerated, is the underlying fact that the *Bulletin* and its readers have grown up together. They have become used to each other—know each other—and this companionship has been strengthened from year to year.

We'll venture the assertion that a news story, word for word from start to finish, including the heading, can be printed in the *Bulletin* and any other Philadelphia newspaper, and that a *Bulletin* follower, reading both, will declare that the *Bulletin* story is the best.

There will be some partisanship in this, of course, but the psychology of it is that the *Bulletin* fan has confidence in his own newspaper while an element of doubt creeps unconsciously in when he is holding the other newspaper in his hand.

It must be remembered, too, that the editorial staff of the *Bulletin*, trained for years in the *Bulletin* way, write and edit in a style peculiar to the *Bulletin;* inject into the *Bulletin* an all around spirituality that is inimitable—that no other newspaper can hope to duplicate—and that confirmed *Bulletin* readers would immediately notice the absence of this spirituality.

And why not? A newspaper is a personal thing. One man conceives the idea of starting a newspaper. He has his notions as to the sort of a newspaper he wants to publish. He organizes his staff, impressing upon each member just what he is setting out to accomplish. They reflect this one man's mind and the product is a newspaper with a soul—the soul of the man who projected the newspaper.

From the beginning the *Bulletin* has been the *Bulletin*. It has never tried to be any other newspaper, and while it is spiritedly up-to-date and progressive in all things, it uses *Bulletin* methods to keep up with the race.

The advertising in the *Bulletin*, though the emanation of hundreds of sets of nimble brains, borrows from the *Bulletin* the ingrained *Bulletin* ring, carries with it the same probity that is alloted to news, features and editorial utterances, and finds safe lodgment in the minds of *Bulletin* readers.

Here is the sound basis of advertising success, the sure foundation upon which the production of results must rest. If the *Bulletin*, with these advantages, had but 100,000 circulation it would be a successful advertising medium, but when it is considered that the *Bulletin* has more than 500,000 circulation in the Philadelphia evening field, who can raise the question that it is not first in Philadelphia when it comes to the selection of an advertising vehicle for that field?

Throughout this deserved and unsolicited tribute one point has been lost sight of, and yet at this juncture it makes pretty good continuity. It is possible for a newspaper to be a good newspaper and have a fine circulation without being able to make its advertising pay. Of course, the reason for this is that the advertising does not get a reading.

It has been demonstrated, is being demonstrated every day, that the advertising columns of the *Bulletin* are extensively read and promptly responded to, and that advertisers in the *Bulletin* reap proportionately greater results from the *Bulletin* than they do from any other Philadelphia advertising medium.—*Reprinted from Newspaperdom, October 25, 1923.*

"In Philadelphia nearly everybody reads The Bulletin"

"Nearly every Philadelphia retail merchant that advertises uses The Bulletin. Follow him,—he knows!"

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER

U. S. Post Office Report of net paid circulation for six months ending September 30, 1923—503,368

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

NEW YORK
814 Park-Lexington Bldg.
(46th and Park Avenue)

DETROIT
C. L. Weaver
Verree & Conklin, Inc.
117 Lafayette Blvd.

LONDON
Mortimer Bryans
125 Pall Mall, S. W. 1

CHICAGO
Verree & Conklin, Inc.
28 East Jackson
Boulevard

SAN FRANCISCO
Harry J. Wittschen
Verree & Conklin, Inc.
681 Market Street

PARIS
Ray A. Washburn
5 Rue Lamartine (9)

Copyright 1923—Bulletin Company.

NEW YORK EXPOSITION WAITS FLASH FROM PRESIDENT COOLIDGE

Official Glamor to Surround Premier of Advertising Clubs' Show in 71st Regiment Armory, Monday, Nov. 12—100 Advertisers Represented

ADVERTISING clad in its best bib and tucker, to use a homely phrase, appears next week in New York for inspection before the public.

The Advertising Exposition, under the auspices of the New York City Advertising Club, will be staged in the 71st Regiment Armory, Park avenue and 34th street, commencing Nov. 12.

The premiere will be crammed with official glamor.

Using a special Western Union wire from Washington to New York, President Coolidge will flash the message opening the doors at 3 o'clock Monday afternoon.

All the members of the Advertising Club have been urged by H. H. Charles, president of the club, and Francis H. Sisson, chairman of the executive committee, to be present. Major General Robert L. Bullard will represent the army, and Rear Admiral C. P. Plunkett the navy.

When EDITOR & PUBLISHER went to press the final rush of preparation was in progress. The armory presented a wild scene of jumbled crates and tins, which Monday will be seen in efficient orderly display, characteristic of the advertising cult.

More than 100 advertisers have bought space on the exposition floor. A complete list was not available at the New York Advertising Club.

On the center of the large armory drill room the "Pillar of Advertising" has been erected. From each of the four corners of the hall, broad avenues will be marked, running diagonally and intersecting at the pillar.

These avenues will be lined with booths of the exhibitors, who are guarding their exhibits with secrecy, pending the opening day. Exhibition booths will also be placed along the walls, with the exception of the west end, which has been fitted up as a stage, from which lecturers will talk on advertising, and upon which each night, models from leading department stores will parade in a Fashion Revue.

Virtually all the daily newspapers of New York City will be represented by exhibits, as will the financial trade and technical press. The Chicago Tribune, the St. Louis Post-Dispatch, and the London Times have also purchased space.

EDITOR & PUBLISHER will greet its friends in a large booth near the center of the exhibits. Visitors to the Exposition are invited to make full use of EDITOR & PUBLISHER facilities at the Armory and at the main office, Suite 1116, 63 Park Row.

The allied mechanics of advertising will be shown in operation, and colorful displays will be made by the graphic arts. Displays will also be made by manufacturers and merchants to show how advertising has developed their products.

The League of Advertising Women will show an efficiency kitchen and laundry to demonstrate what advertising has done for women. There will also be a fashion parade to show how advertising keeps the modish women apace with style. Poster, painted sign and billboard men will also have exhibits.

The exhibit of the combined advertising agencies, arranged by the American Association of Advertising Agencies, is considered one of the best to be displayed. Plans are now under consideration to take it across the Atlantic at the time of the London Convention in 1924.

Measuring 20 x 50 feet, the floor space of this exhibit has been divided into six booths. At one end is a triangle upon which is a chart measuring 12 x 18 feet. On the chart the functions of an advertising agency have been drawn. The six booths on the floor illustrate these different functions, starting with the product, its marketing, planning an advertising campaign, preparing advertisements, different types of advertisements, and the clerical work of an agency.

One of the important features of the exposition will be the "Minute Men of Advertising," a group of 50 advertising experts, who will meet the public, circulate among the crowd, and answer all questions regarding advertising. The "Minute Men of Advertising" were organized by Jack C. Creaver, Advertising Counsellor, 572 East 22nd street, Brooklyn. They will be designated by badges of orange and black ribbon, the colors of the advertising club.

Included among the "Minute Men of Advertising" are: W. J. Roberts, Physical Culture Magazine; R. B. Alexander, Crowell Publishing Company; E. A. MacKey, O'Dets Service; Lincoln Jones, Consolidated Cigar Company; James Martin, foreign advertising manager of the Remington Typewriter Company; Ernest Eberhardt, business manager of Advertising & Selling; M. Oakley, business manager of the Architectural Record; W. C. Howe, business manager of Drug Topics; Roy Staunton, C. Briandes & Co.; Val Schmitz, Highway Lighthouse Company; Irving A. Berndt, 347 Madison avenue; Fred C. Hume, National Publishers Association; A. C. Hoffman, business manager of Scientific American; and Zenas Carter, White Motor Company.

Each night of the exposition there will be addresses. The list of speakers is announced as follows:

Monday: Robert Frothingham, New York; Charles J. Crockett, Detroit; Frank A. Black, Boston; Arthur Deute, New York; E. T. Meredith, Des Moines; Arthur Brisbane.

Tuesday: Louis Wiley; E. St. Elmo Lewis; Mrs. William T. Mullally; G. Lynn Sumner, Scranton, Pa.; Francis H. Sisson.

Wednesday: Charles W. Myers, Armour & Co., Chicago; H. J. Kenner, Better Business Bureau, New York; L. L. King, Goodyear Tire & Rubber Company, Akron; Hon. Grover Whalen; Irving T. Bush, New York.

Thursday: Christine Frederick; Homer J. Buckley, Chicago; Joseph Appel; Major Namm, Brooklyn; Jason Westerfield, New York Stock Exchange; Alfred W. McCann.

Friday: Fred Presley of Harvard; H. W. Dickinson, New York; Miss Helen M. Hill; A. C. Fuller, Fuller Brush Company, Hartford; Lou E. Holland.

Saturday: William G. Edens, vice-president, Central Trust Company, Chicago; C. A. Garver, Strassburg, O.; Ida Clyde Clark, associate editor, Pictorial Review; Paul T. Cherington; E. J. Mehren, vice-president, McGraw-Hill Company.

During the exposition, announcement will be made of the prize winners in the essay contest, for students, the window display contest, a city advertising competition, and other similar events.

Classes in advertising will be conducted during the morning hours.

The list of exhibitors at the time of EDITOR & PUBLISHER's going to press, were:

New York Council, American Association of Advertising Agencies.
Addressograph Company.
All Fiction Field.
American Radio Corporation.
American Weekly Magazine.
Animated Picture Products Company.
Attractoscope Corporation.
American Lithograph Company.
Alexander Hamilton Institute.
Bragdon, Lord & Nagle.
Bradley & Merrill.
H. D. Beach Company.
Brentano's.
A. H. Billingslea.
Bewtex Products Corporation.
Board of Trade of New York Photo Engravers.
Christian Science Monitor.
Chicago Tribune.
Thomas A. Cook & Sons.
Cunard Steamship Company.
Cosmopolitan Distributing Corporation.
Campbell-Ewald Company.
Collier & Son.
Chester Mech. Adv. Company.
Daily Mail.
Einson Freeman Company.
EDITOR & PUBLISHER.
Thomas A. Edison.
Freedman Cut-Outs.
Fain Knitting Mills.
Franklin Simon Company.
Charles C. Green Advertising Agency.
Robert Gair.
Gravure Service Corporation.
St. Louis Globe-Democrat.
M. Hohner Harmonica Company.
Holeproof Hosiery Company.
Hearst's International Magazine.
International Mercantile Marine Company.
Lee & Nash.
Lasher & Lathrop.
McGraw-Hill Company.
John Martin's House.
Norman T. A. Munder.
Modern Priscilla.
New York Mail.
New York Evening Journal.
New York Tribune.
National Surety Company.
New York Times.
New York American.
New York University.
National Biscuit Company.
New York Theatre Program Company.
National Process Company.
James F. Newcomb & Company.
Outdoor Advertising Agency.
Poster Advertising Company.
William H. Rankin Company.
Red Book Magazine.
Rogers & Company.
Ruggles & Brainard.
Street Railway Advertising Company.
New York Sun-Herald.
United States Shipping Board.
Underwood Typewriter Company.
John Wanamaker.
New York World.
Weiner Special Agency.
Whitehead & Hoag Company.
C. L. E. Waterman.
John Howie Wright.
Hush-A-Phone Corporation.

HOW NAIRN IS USING NEWSPAPER ADS TO BOOST LINOLEUM SALES

Every executive who is interested on being posted on the best technique for making a newspaper advertising campaign successful will be interested in the methods used by the makers of Nairn Straight-line Inlaid Linoleum, as outlined by Hammond Edward Franklin in an article to appear in an early issue of EDITOR & PUBLISHER.

How the facts on which to build the campaign were uncovered, the plan behind the sales work, how the advertising was merchandised to the trade, how special problems were handled—these are but a few points explained. Whatever you sell, you will find this article suggestive and well worth reading.

Hammond Edward Franklin articles on current phases of national, sectional and local newspaper advertising campaigns are an exclusive EDITOR & PUBLISHER feature, published regularly twice a month.

Za-Rex Sale Boomed By Ads

Over 1,200,000 gallons of Za-Rex, pure fruit syrups for making home fruit beverages, sold in a small glass jug, were disposed of this year, according to an announcement by Za-Rex Food Products, Inc., which used newspaper advertising extensively in launching the line on the market. A new factory has been started at South Boston, Mass.

FORMULATE PROGRAMS FOR LONDON MEET

International Committee Gathers in New York, Nov. 16, to Discuss Departmental Plans—District 14 Being Formed

The International Program Committee, in charge of preparations for the London Convention of the Associated Advertising Clubs of the World, to be held July 14, 1924, is scheduled to meet in New York, Nov. 16.

International programs of the various departmentals will be considered on that date, according to Harry Tipper, Class Journal Company, committee chairman. Efforts will be made to co-ordinate the convention programs of the American departments with those of the British, he said.

While in many instances, the chairman stated, tentative programs have already been drawn up, there will be no announcement of definite plans until after the meeting of the international committee.

Tipper declared that while he had not yet heard of the organization of District 14, comprising advertising and similar clubs of England, he was of the opinion he would receive program information from London prior to the Nov. 16 meeting.

The "Thirty Club" of London is now carrying on its letterhead the information that District 14 is to run the convention, it was stated at the office of the Associated Advertising Clubs of the World, New York.

Organization of District 14, while not yet complete, it was said, was progressing rapidly. C. Harold Vernon, president of the Thirty Club, London, has been named chairman of the district.

When completed, District 14 will include the following British clubs and associations:

Thirty Club of London, Newspaper Proprietors' Association, Weekly Newspaper and Periodical Proprietors' Association, Newspaper Society, Scottish Daily Newspaper Society, British Association of Trade and Technical Journals, Association of British Advertising Agents, Association of British Advertising Agents' Audit Bureau, Association of Advertisement Managers, Inc., Sales Managers' Association, Inc., Society of British Advertisers, Aldwych Club, Publicity Club of London, Fleet Street Club, United Billposters' Association, British Association of Display Men, Federation of Master Process Engravers, Federation of Master Printers, Advertising Club of Ulster, Irish Newspaper Society, and the Women's Advertising Club of London.

The International Advertising Commission of the A. A. C. of W., formerly the National Advertising Commission, consists of 25 departmentals, which do not follow the same divisions made in England. The problem before the International Program Committee, therefore, is largely concerned with the co-ordination of the two different groups. No plans can be made until the British expression is received.

The committee is composed of the following members: Harry Tipper, chairman; Earl Pearson, secretary; W. Frank McClure, chairman of the International Advertising Commission, vice-chairman, representing the departmental programs of the commission; W. S. Crawford, of W. S. Crawford Ltd., London advertising agency, vice-chairman, representing the British clubs; John H. Logeman, Chicago, vice-chairman, representing the International Exhibit of National Advertising; Reuben H. Donnelley, of the R. H. Donnelley Corporation, Chicago; Theodore G. Morgan, president of the Associated Retail Advertisers, Montreal, Canada; C. K. Woodbridge, president of the Dictaphone Company, New York; Fred Johnston, Johnston Printing Company, Dallas, Tex.; W. W. Douglas, of the Bank of Italy, San Francisco, and Julius Klein, Washington, D. C.

Other members are to be appointed later, according to Mr. Pearson.

CENTENARY FETE FOR TEXAS IN 1924 URGED ON 10TH DISTRICT AD CLUBS

Speakers' Bureau To Advertise State Also Commended—500 Delegates Cheer Speech On Newspaper's Promotion Plans—Rogers of Houston Is President

(*By Telegraph to* EDITOR & PUBLISHER)

CORSICANA, Tex., Nov. 7.—With the election of Dale Rogers, Houston, president, and the selection of Galveston as the convention city for 1924, the annual convention of the Tenth District of the Associated Advertising Clubs of the World closed here today. More than 500 delegates attended. Art Millican, El Paso, was re-elected vice-president, by acclamation. H. C. Howard, Houston, was chosen secretary-treasurer.

The convention opened its business program Monday, with a number of speakers well known in the advertising world. E. W. Bateman, recently of Fort Worth, but now of Houston, retiring president, with Reed May, Dallas, secretary, presided. Included in the list of speakers were: Theodore H. Price, and Carl Hunt, New York; President Lou E. Holland, Kansas City; John H. Dewild, St. Louis; and Douglas V. Martin, Jr., St. Louis.

Probably the outstanding spokesman of the meeting was Mr. Martin, of the St. Louis Globe Democrat. His subject was "How a Newspaper May Promote Its Own Sales With Advertising." Martin made a number of predictions during the course of his illustrated talk, among them the following:

That insurance advertising is just in its beginning. Insurance companies, he said, will come to see that advertising can be made a great selling force for them.

That St. Louis will double its population within the next decade.

That the "Forty-ninth State"—the name the Globe-Democrat has given its trade territory which has a radius of 150 miles and includes slices from six states—will some day have a state fair rivaling any state fair in the country. Martin said he hopes the Globe-Democrat would put this on within a few years, that it was his dream.

"Advertising does not work over night," Mr. Martin said, describing the two years of work the St. Louis paper has put in to scratch the surface and make even a dent.

"Newspaper space alone cannot put over an advertising campaign," Martin said, "nor can outdoor advertising or magazine advertising. You must dovetail them all. One voice cannot carry the burden."

The fact that Martin, a newspaper man was thoroughly in favor of other forms of recognized advertising, added to his popularity.

He illustrated his talk by passing around broadsides and pamphlets which the Globe-Democrat is using in its direct-by-mail work, and mentioned trade journals, other newspapers and billboards which are also mediums for his campaign, in addition to the space used in the Globe-Democrat itself to sell the merits of its own features, news and advertising to readers and advertisers alike.

When order was resumed a rising vote of thanks was given to Martin. He was also nominated as Governor of the "Forty-ninth State."

The resolutions committee was instructed to provide three resolutions—first, to have Martin's address printed and sent to members of the Tenth District; second, to send a message of congratulation to the St. Louis Globe-Democrat on its publicity campaign and on having Mr. Martin as director; third, recommending to the International Program Committee of the A. A. C. W. that Mr. Martin be given a place on the program of the International Convention to be held next year in London.

Mr. Price, editor of Commerce & Finance, read his address on "What Texas Has to Advertise and How to Advertise It." He amplified it with a definite description of his dream for Texas in a Centennial Exposition, to be held preferably in 1924, when Texas will be a century old.

He said that Houston was already talking about celebrating the Battle of San Jacinto, which occurred in 1836, in 1936.

"Many of you will be dead by that time," Mr. Price told the Houstonites. "Why not hold a Texas Centennial Exposition in 1924 and celebrate the hundredth anniversary of the famous battle of San Jacinto by having another exposition?

"This Texas Centennial Exposition would attract much attention to this great state. It would be highly desirable however, that the exposition be not held in any city now in existence. The jealous localism of Texas is your greatest trouble.

"I would put this exposition in some great unoccupied place on your big prairies," said Price.

Mr. Dewild made the closing address of the convention before the Rotary Club luncheon, Wednesday noon.

Among other things Mr. Dewild said: "It means a whole lot to any city to toot its own horn. Tell your message to the whole world and have a good corps of press agents to spread your trade gospel and your wonderful commercial opportunities."

Continuing he said:

"The convention you have had here in Corsicana this week will help you incalculably and it will be talked of for a long time to come. These national speakers who have been so impressed with the wealth, progress and spirit of this section will spread the story of what they have found here wherever they go. I will help them, you may rest assured. As for me I can say that this is the livest convention I have ever attended in my life."

"Now let me make this very concrete, and I think practicable suggestion:

"Organize a speakers bureau to supply programs for any purpose. Conventions and gatherings everywhere are clamoring for good speakers and your cities and your state should organize speaking bureaus. The South is a little behind the East in this respect. Wherever a convention is held anywhere in the Middlewest or the East, the larger cities of these sections have plenty of speakers on hand and the news publicity that is developed around these figures is of inestimable benefit to the cities and the firms they represent. Send your speakers to everything you can for a thousand miles away."

The Corsicana Advertising Club with the co-operation of the local Chamber of Commerce, Rotary, Lions and other civic clubs were host to the convention delegates. Headquarters for business session during the three days were at the Elks Hall. The local Y. M. C. A. Auditorium was converted into a dining center, where the participants were the guests Monday, of the local Advertising Club, Tuesday by the local Lions Club and Wednesday by the local Rotary Club.

Sunday was open house for the early arriving delegates. The reception committee held a golf tournament during the day at the Country Club, three miles north of town. Monday night was staged a red dog stag smoker at the Elks Club, while a special theatre party was held for the women delegates at the Palace theatre.

President Lou E. Holland (left) gets over the ground these days. Leaving his home in Kansas City, he spent three days last week in Birmingham, where the Fourth District, A. A. C. W., met. He shook hands there with President Bernard A. Davey (right) of the Birmingham Advertising Club and other notables, then returned west. This week he enjoyed similar duties at the 10th District meeting in Corsicana, Tex.

SOUTHERN DIRECTORS MEET

Tour of Sugar Belt Will Precede New Orleans Conference

Directors of the Southern Publishers' Association are completing arrangements for their regular meeting which will be held Nov. 17, 18 and 19 in New Orleans.

A trip has been provided for Saturday Nov. 17 through the sugar belt, in a special car to be provided by the Illinois Central Railway. Monday will be devoted to a business meeting.

A number of routine matters will be brought up including an advertising campaign of the south through southern papers. The time and place for the next annual convention, and other matters of an executive nature will be considered.

The meeting is being held in New Orleans because it is the home of the president A. G. Newmyer, Secretary Walter Johnson, of Chattanooga states that there will be virtually a 100 per cent attendance, the only absentee being Clark Howell, Jr., Atlanta Constitution, who was married on Nov. 3 and is absent on a wedding trip.

P. O. SEEKS TO SPEED SECOND CLASS MAIL

Questionnaire Investigation Being Particularly Directed Into Handling of Singly Wrapped Newspapers—Complaints Cause Move

The effort of the Post Office Department to speed up the delivery of second class mail, particularly singly wrapped newspapers, has resulted in the dispatch of questionnaires to postmasters, which means an investigation of the present method of handling. The order to postmasters designed to ascertain the facts regarding the present situation with reference to complaints of delays is as follows:

First Assistant Postmaster General,
Washington, November 5, 1923.

To Postmasters:

This is addressed particularly to those postmasters in cities where daily papers are published, and also to postmasters in those cities and towns where singly wrapped daily newspapers are received at a considerable distance from the points of publication. This bulletin requires the personal attention of each postmaster after conferring freely with his staff, if he has any, and a prompt answer is directed.

Our purpose is to secure from as many postmasters as have any knowledge of the affairs herein discussed a report as to facts, and their opinion as to conclusions and remedies.

Effort is herein made to determine how extensive is the complaint that singly wrapped daily newspapers are delayed in the mails.

A specific illustration of such complaint is that a singly wrapped daily paper in the mails is sometimes delayed one day, two days, or perhaps three days, so that the addressee receives two, three, and sometimes four copies at a time instead of receiving them on successive days.

If this is true and is very general, the fact should be established and a remedy sought.

If the newspaper of one day waits somewhere until it is overtaken by a newspaper of the succeeding day, the third day, or the fourth day, the question is, Where does it become lodged?

A few hours' delay might be accounted for in the exact hours of mailing by the publishers, but this could hardly be responsible for two or three successive papers arriving in the box of the addressee a thousand miles away at the same time.

This problem has been deemed of sufficient importance to warrant Postmaster General New in assigning to this bureau a committee of four inspectors, experts on service, to act under the direction of this bureau in determining the facts and in seeking a remedy. This bulletin letter is a part of our general plan, and the evidence obtained by postmasters on which they base their answers must be acquired through cooperation with the postal employees in the field under this bureau or any other bureau.

The Second Assistant is thoroughly in sympathy with our movement and is aiding in it, and postmasters are expected to cooperate with railway mail employees, go to terminals, publishers, and any other points or places where they can secure information or in anywise help to run down this rather insidious evil.

It may be that rules and practices for pouching and dispatching these singly wrapped daily newspapers are in some way responsible. If you think so, give us your ideas.

The questionnaire closes with a list of specific questions regarding the handling of singly wrapped daily newspapers, designed to inform the Postmaster General this mail is moved as compared with first class mail.

Austin Herald Now 8 Column

The Austin (Minn.) Herald has increased its size from seven columns to eight.

MACKAY OF TORONTO ELECTED HEAD OF DOMINION ADVERTISERS

"Avoid Superlatives," Lichtenberg, Hamilton Institute, Tells Annual Convention of Canadian Ad Men—Exhibit of Media Featured—G. W. Hopkins Speaks on "How to Sell"

THE Association of Canadian Advertisers opened a three-day annual meeting at the King Edward Hotel, Toronto, Wednesday, Oct. 31, and from start to finish the program of addresses and business was one of exceptional interest to all who attended. W. M. MacKay, Lever Brothers, Toronto, was elected president for the coming year.

The sessions on the first two days and on the morning of the third were open and were marked by the presence of a number of experts in various lines of activity who delivered a series of valuable addresses on subjects of interest to sales and advertising managers. The final session on the third day was for association members only and was devoted to the business of the organization.

A novelty introduced into this year's convention was an extensive series of exhibits of the different media used in advertising. Instead of having members of the association show samples, etc., of their advertising matter, as has been done in the past, invitations were extended to various interests engaged in selling advertising space or advertising service to display samples of what they had to offer. The result was that the Canadian Daily Newspapers' Association had a fine exhibit of copy used in national campaigns in the daily press; the Canadian Weekly Newspapers' Association showed samples of all the papers in its membership; and the Canadian National Newspapers and Periodicals Association had an array on hand of the many publications in its field. The billboard people, direct mail printers, advertising novelty manufacturers, motion picture producers, etc., were represented in the exhibition, and the post office showed its facilities for reaching the public through the mails.

These exhibits were not left to speak for themselves. In addition to the attendants who were ready to answer the questions of individuals, an opportunity was given at the final open session for spokesmen for each of the different classes of media to give a selling talk, explaining the advantages of his particular method of reaching the public. The addresses on this occasion were most informing and did much to stimulate the use of the various media. Particularly strong arguments were, of course, put up on behalf of the newspaper press.

The meetings were presided over by the retiring president, H. S. Van Scoyoc, Canada Cement Company, Montreal, and the reports presented by the secretary, Miss Florence Clotworthy, and the treasurer, J. L. Davidson, showed that the organization was in good condition, membership holding its own and finances being in satisfactory shape. The secretary's report referred to the opening of new offices in the Federal Building, Toronto, to the success of the monthly meetings held in various centres throughout the year, and to the increasing use of the association's data service. It also mentioned that members were making greater use of the facilities provided for circulating samples of advertising matter among members.

The reports of standing committees were read at the private session. That on advertising agency relations, presented by G. L. Spry, Huron & Erie Mortgage Corporation, London, had as its main point the necessity of securing the elimination of clause "J" in the agreement between the Advertising Agents' Association and the Canadian Daily Newspapers Association which prevented free action on the part of the advertiser in dealing with the newspapers. It was felt that there should be freedom to deal with the question of commissions as the advertiser saw fit.

The committee on circulation and rates, through its chairman, Claude R. Sanagan, Willys-Overland of Canada, recommended that attention should be given by advertisers to the question of space. As a result of the increased sales tax, newspaper production costs will be going up and the increase will be passed on to the advertisers. By holding down advertising space, some relief may be obtained from the added burden.

The committees on post office, direct mail and sales managers reported progress. The first mentioned outlined the increased facilities offered by the post office for the circulation of advertising matter, instancing the supplying of rural route distribution lists and the introduction of meter machines.

At the opening session of the convention, following the president's address of welcome, Bernard Lichtenberg, assistant director of publicity, Alexander Hamilton Institute, New York, spoke on the question, "What can we know about a new advertisement before it is run? Trying it on the dog." He contended that advertisers should carefully avoid the superlative; what the public wanted was information; the cemetery of business failures was crowded with extravagant promises. Trying an ad on the dog by leaving it to one's organization was not recommended. The Alexander Hamilton Institute tested copy by running it in one or two papers. Then if the cost per inquiry was average or below they ran it elsewhere.

At the second session, C. E. Chase, president of Chase Business Service, Montreal, discussed the outlook for Canadian business in 1924. He predicted good business if Canada got immigration, and his chief argument was to show that the Dominion needed more people who would settle down and develop the country's resources. Professor Bridges of the University of Toronto then contributed an address on the psychology of advertising, dwelling on the importance of investigating a field before flooding it with expensive advertising. He explained in detail the uses of the questionnaire and the direct value of research to advertising campaigns. Mr. Murphy of the Ford Motor Company's advertising department, gave the company's reasons for placing its business with the Brotherton Company and announced that $500,000 would be spent in Canada next year, using all mediums.

Speakers at the third session included W. A. Wagner, credit manager of the Palmolive Company of Canada, who dealt with credits and collections; and A. L. Boyd, Canadian manager of the Sheldon School of Business Science, Toronto, whose theme was management. The latter stressed the importance of men being developed uniformly along lines of ability, reliability, endurance and action. At the fourth session, Bertram R. Brooker, business manager of Marketing Publishers Limited, Toronto, spoke of the need of new types of preparation of advertising copy, and A. H. Robson, art director of Rous and Mann Limited, Toronto, explained the Munsell standardization of color.

The annual dinner was held on the evening of Nov. 1, with G. W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Company, New York, as guest of honor. The subject of his speech was "How to Sell More Goods." His contention was that there was a science of selling and that the sooner this was recognized and selling was placed on a scientific basis, the better it would be for the salesman.

Officers elected at the final session were as follows: President, W. M. MacKay, Lever Bros., Toronto; vice-president, T. E. Kelly, Hoover Suction Sweeper, Hamilton; second vice-president, G. L. Spry, Huron & Erie Mortgage Corporation, London; third vice-president, Claude Sanagan, Willys-Overland Company, Toronto; fourth vice-president, C. E. Bourne, Royal Bank, Montreal. Directors—R. G. Beattie, National Trust Company, Toronto; E. H. Stanners, Seaman-Kent, Limited, Toronto; A. H. Illsey, Dominion Oilcloth and Linoleum Company, Montreal; W. H. Duffield, John McPherson, Limited, Hamilton; J. O. C. Forsyth, John Forsyth, Limited, Kitchener; John Martin, Massey-Harris Company, Toronto; treasurer, J. L. Davidson, Canadian General Electric Company, Toronto; secretary, Florence E. Clotworthy, Toronto.

THE REDUCTION OF DISTRIBUTION COSTS TO ENGAGE A. N. A. MEET

REDUCTION of the cost of distribution will be the keynote of the 14th annual convention of the Association of Natural Advertisers Inc., Nov. 12, 13, and 14, Westchester-Biltmore Country Club, Rye, N. Y., according to John Sullivan, secretary of the association, who this week announced the list of speakers. Twenty-three prominent men have been named to address the delegates. It is expected 250 will attend.

P. L. Thomson, Western Electric Company, president of the association will preside at the meetings. Election of officers will be held Wednesday, Nov. 14. A new president, three vice-presidents and four directors are to be chosen. The three vice-presidents now holding office are G. Lynn Sumner, International Correspondence Schools; Edward T. Hall, Ralston Purina Company; and Ralph Starr Butler, United States Rubber Company.

During intervals of counting ballots, the president's and secretary-treasurer's reports will be made. Secretary Sullivan's report will detail services rendered to member companies by the headquarters office during the past year, and the present financial status of the organization.

Hon. George E. Roberts, vice-president, National City Bank, New York, who will speak on "Present Economic Factors Affecting Business," is scheduled for the opening address of the conclave. B. L. Winchell, president, Remington Typewriter Company, will also talk on Monday morning.

On Monday afternoon, O. D. Street heads the list of speakers, his subject being "Distribution and Marketing Personnel," while George W. Hopkins, vice-president, Columbia Graphophone Company, is to address the delegates on "Selling Advertising Plans to Salesmen." Later the same day, Harry R. Wellman, professor of marketing, Dartmouth College, will talk, the subject of his speech being announced as "With Brains, Sir, With Brains." He will be followed by Paul H. Nystrom, director, Retail Research Association, on "The Dealer and the National Advertiser." Talks on exhibits will be given by George S. Fowler, Colgate & Co.; E. Earl Hoover, the Hoover Company, and L. W. Wheelock, Stephen F. Whitman & Son. All speeches will be followed by discussion.

"Radio Advertising" will be the subject of the opening address of the evening session Nov. 12, W. E. Harkness, American Telephone & Telegraph Company, being the speaker. This subject will be demonstrated during the lecture.

W. R. Bassett, president, Miller, Franklin, Bassett & Co., starts the sessions Nov. 13 with a lecture on "The Fundamentals of a Correct Sales Policy." Other speakers Tuesday and their subjects will be: H. G. Kenagy, chief of the Sales Research Department, Proctor & Gamble Company, "The Cost of Distribution and Misfit Salesmen"; Prof. Melvin T. Copeland, chief of the Harvard Bureau of Business Research, "Relation of Research to Marketing Methods"; W. A. Durgin, chief of the Division of Simplified Practice, U. S. Department of Commerce, "Simplification of Paper Sizes," and Prof. Daniel Starch, Harvard University, "Laboratory Methods in Testing Advertisements."

The annual dinner has been set for Tuesday evening, with J. Butler Wright, Third Assistant Secretary of State, Washington, D. C., the main speaker. Secretary Wright's subject will be "The American Consular Service."

Besides election of officers on the last day of the convention, the report of the resolutions committee will be made. Speakers Nov. 14 will be Charles J. Crockett, sales and advertising manager, American Lady Corset Company, "Better Relations Between National Advertisers and Retailers"; A. J. Reiss, Acme White Lead and Color Works, "Helping the Dealer to Help Himself"; and talks on exhibits by E. E. Conybeare, Armstrong Cork Company; J. C. McQuiston, Westinghouse Electric & Manufacturing Company; O. C. Harn, National Lead Company, and P. B. Zimmerman, National Lamp Works.

LORD LEVERHULME TO SPEAK

Will Address Sphinx Club at Annual Dinner, Nov. 20

Lord Leverhulme, founder of Lever Brothers, Ltd., England, is to be the guest of honor at the Sphinx Club dinner, Waldorf-Astoria Hotel, New York, Nov. 20.

Arriving in New York on the S. S. Majestic the morning of Nov. 20, Lord Leverhulme is to remain in the metropolis only one day. He was one of the earliest Sphinx Club members. The founder of the club, F. James Gibson, has promised to be present.

"In greeting his fellow Sphinx," writes R. F. R. Huntsman, chairman of the dinner, announcing the plans, "Lord Leverhulme promises to disclose to us some of the secrets by means of which he has raised Lever Brothers Ltd. to a pinnacle whereby its total capital stock amounts to £48,277,000 sterling, equivalent to $232,000,000, a tidy sum nowadays. To own Lux, Rinso, Lifebuoy and Pears' Soap ought to be comforting."

World Men Form Chess Club

What is intended to be the nucleus of a nation-wide newspaper chess organization was launched Nov. 5 by the formation of The World Chess Club, composed of a score or more chess players in the employ of the New York World. Ned Brown was elected president; H. Armand de Masi, secretary, and Frederick E. Jewell, treasurer. A competitive tournament will be held by the club, starting Nov. 18 and continuing until each player shall have played three games with each of the other players entered. A gold medal will be awarded as first prize, a silver medtal as second prize, and a bronze medal, third prize. The prize winners will constitute a team to represent the World and will challenge teams or individual players from other newspapers of New York City to determine the newspaper chess championship of the city.

Beauty Slams British Press

The Countess of Warwick, famous society beauty, has issued a letter in London "to the gentlemen of the press," warning them it is useless to interview her. She is a candidate for a Labor seat in the House of Commons. The press of England, her letter states, "consists of a tiny group of rich men, who have bought it up. Their politics are opposed to ours, and any statement made by a Labor candidate would be adapted to suit their views."

Linotype Show at Mail Meet

Throughout the three-day convention of the D. M. A. A. held at the Coliseum, St. Louis, Oct. 24 and 26, the makers of the Linotype staged a comprehensive showing of Linotype typography. Booth No. 6 was given over to displays of "helps to advertising men" in the form of specimens of Linotype faces and copies of The Linotype Bulletin, supplemented with the Layout Kit and the Manual of Linotype Typography.

DON MARQUIS BACK HOME FROM PARIS SERIOUS, TIRED, SAD

Does He Miss His Aperitif?—Why Ask?—Warns English Against American Bone Collectors—Wants to Produce Serious Play

By PHILIP SCHUYLER

DONALD R. P. MARQUIS, humorist, philosopher, poet, and newspaper "colyumist," is back home in the United States after two months in Paris and two weeks in London, rather tired, solemn, and inclined to be serious.

"We liked it," was his brief comment on the European adventure, which Archie, Mehitabel, the cat, Aunt Prudence Heckleberry, and the Old Soak seemed to enjoy so hugely.

"I had to work all the time and didn't see much," he added.

"But it tasted well."

Don Marquis smoked his short pipe, while talking about his trip abroad, his newspaper work, and aspirations. He seemed solemn, impressive, dignified, almost sad.

Does he miss his *aperitif?*

"Why ask?" Don smiled and changed the subject.

"Stepped into a controversy in London," he remarked. "You read about it here?"

The attempt on the part of Oglethorpe College to get hold of the bones of James Oglethorpe and take them back to Georgia was the controversy into which Don stuck his American foot.

While in London he took occasion to write a "solemn warning" to the English people against American bone collectors. It was printed in the Sunday Chronicle, Oct. 21.

"I know my countrymen," Don wrote. And he should; he has been an American newspaper man for more than 20 years.

"This thing is going to become a rich man's sport in America. Yachting, racing, supporting opera houses, endowing universities, reforming the world . . . all these things are growing a little stale.

"I can hear, in fancy, even now, the sweet young daughters of rich men chattering over the tea and cigarettes about the new Knight Templar, whom papa's agents shipped from York last week—Positively a perfect love of a skeleton, my dears; he will be unveiled next Thursday afternoon, and I want you all to come. . . .

"The University of Chicago is extensively patronized by Mr. John D. Rockefeller, the oil magnate, who gives it a million every now and then as one gives a threepenny tip to a cabman in London; Mr. Rockefeller collects eminent educators as one collects brass door knobs, or old pipe stoppers, and it is reported that in the Chapel of the Chicago University the students chant a version of the Doxology which goes: 'Praise John from whom oil blessings flow.'"

The American humorist felt called upon to apologize for his grave-yard-hunting countrymen and tried to make it all right with the irate Britishers. He wrote:

"Would it do if my own bones were sent over to England, when I die, to be interred in Westminster Abbey in payment for the English dead taken away? I make the offer out of a sense of justice, and out of an affection for the English people."

Don did look tired. He did seem too inclined to be serious. Writing about his bones going to Westminster Abbey, and all that sort of rot.

Has Don Marquis met with disappointment?

"I would like to spend all my time writing plays," he confided to the writer.

"Please do," is the answer anyone would give who has seen the Marquis stage success, "The Old Soak."

"I want to write serious plays," his deep voice drawled, and Don Marquis' eyes turned toward the window and looked beyond the rooftops from the seventh floor of the building of the New York Tribune.

"Yes, I have written another play. It has been turned down by several producers.

"It is called the 'Dark Hours.' It is a serious play. I think it is good."

The subject was changed.

Don Marquis is a writer who has continued to be just a plain newspaper man. His poems have been called beautiful. Much praise has been paid to his short stories.

"Newspaper work helps and hurts a man who wants to be a real author," he said.

"It gives him fluency, but it makes him careless.

"I find it harder to write really good English today, than I used to."

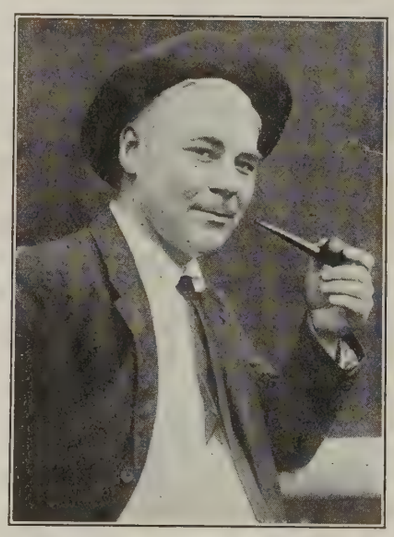
Marquis started his newspaper career on country weeklies of Illinois. His first real newspaper job, he says, was with the Washington (D. C.) Times in 1901. He has worked as copy reader on the Philadelphia North American, the Atlanta News, and Atlanta Journal.

When he was connected with the Atlanta Journal he became acquainted with Joel Chandler Harris, creator of "Uncle Remus," and when Harris started his "Uncle Remus Magazine" Marquies was appointed to the post of assistant editor on it.

Coming to New York, he worked first for the Sunday Tribune. Then for a short time he held a position on the United Press, later going to the New York American, as a reporter. He next took a position as re-write man on the Brooklyn Eagle. Finally he came to the New York Sun.

On the Sun he was first a copy reader. He commenced writing editorials and editorial paragraphs. For a while he conducted without signature a column under the caption "Notes and Comments." Then came his signed column, "The Sun Dial."

Now he writes "The Lantern" for the New York Tribune.



Europe tasted well to Clem Hawley's scorched palate, but The Boss came back with a secret grief—the producers won't let him write a serious play.

N. Y. PUBLISHERS' FALL MEET

Flint to Address State Association at Syracuse, Nov. 19

The New York State Publishers' Association will hold its fall meeting Monday and Tuesday, Nov. 19 and 20, in Hotel Onondaga, Syracuse. Many publishers from all parts of the State are expected to attend, according to Jerome D. Barnum of the Syracuse Post-Standard, who is making arrangements for the meeting locally.

Chancellor Charles W. Flint of Syracuse University will be on the speakers' program Monday night when the sessions will open with a banquet. Frank E. Gannett of Rochester, president, will preside. Other speakers will be George Matthew Adams; Samuel Williams, of the New York World, who will represent the publishers of New York City; Ross Kellogg, director of the Empire State School of Printing at Ithaca, and Frank Wood of Rochester, president of the advertising departmental of the association.

The business sessions of the meeting will be held Tuesday morning and afternoon, when subjects of interest to the publishers will be discussed.

Engineers to Discuss Forestry

Timber conservation will be one of the important topics of discussion before the annual meeting of the American Society of Mechanical Engineers, commencing Dec. 3, New York. More than 2,000 are expected to attend. The forest products session will hear John W. Blodgett, president, National Lumber Manufacturers' Association, on "Reforestation and Timber Conservation."

Quebec Lease Demands Exploitation

In offering for lease the timber limits of the Manicouagan River, in the province of Quebec, the Canadian government has tied to the lease conditions which will involve the spending by the lessee of from five to ten million dollars on the exploitation of the property, including the erection of a mill within five years which shall have at the outset a capacity of 200 tons of pulp and 100 tons of paper, to be increased within seven years to 200 tons of each. The lease is to be auctioned at the end of this month.

Birmingham News Car Show

The annual Closed Car Show of the Birmingham (Ala.) News will be held Dec. 10, 11 and 12, it has been announced. A new feature of this event will be the Fashion Show when merchants of the city will exhibit the newest styles in motoring costumes for men, women and children. Julien Schwarz, automotive editor for the News, will have charge of the show. Practically all of the automobile dealers of the city have announced their intention of placing exhibits.

Provo Herald Now Morning

The Provo (Utah) Herald has decided to publish a morning edition. The management, in explaining the change, said "it has been learned by two years' experience that it is well nigh impossible to deliver an afternoon daily on the rural routes of Utah, out of Provo and other cities of the county." The price of the paper has been reduced to $2 a year.

CRESSEY QUITS BOSTON FOR CHICAGO

Will Organize Production Company for Hearst Papers There—E. D. Shaw Made Chief of Boston Organization

Kendall B. Cressey, prominent newspaper executive, brought his work at Boston, where he has effected radical new departures in the management of the local Hearst papers, to a close this week and left for Chicago, where he will begin at once the work of organizing a production company which will handle the Chicago Hearst interests on the lines which have worked out successfully in the Hub.

Edgar D. Shaw, who has been publisher of the Boston Advertiser and for several weeks acting publisher of the Boston American, has been named to succeed Cressey as manager and treasurer of the Boston Production Company, which controls and manages all Hearst interests here.

Barrett Andrews, at one time with Vogue and more recently in New York agency work, this week became publisher of the Boston American.

Just before leaving Boston early this week, Cressey was presented with a gold watch, chain and penknife, inscribed "From your co-workers in remembrance of your association with the Boston Production Company, November, 1923." The presentation speech was made by Norman McPhail, superintendent of the composing division. Mr. Cressey, in responding, recalled the days when he entered the newspaper field by selling papers on the streets of Detroit and recalled how he learned the lesson of the importance of having papers out on time to avoid lost sales.

Miss Lillian Clarke, secretary to Mr. Cressey, was presented with a traveling bag. Superintendents, foremen, auditors, accountants and other employes were present.

The plan which Mr. Cressey inaugurated at Boston, and which was described in detail a number of weeks ago in EDITOR & PUBLISHER, enabled substantial savings to be made in operation costs and increased the working efficiency of the Boston Advertiser and American. The production company also managed the considerable amount of Hearst real estate.

At Chicago a production company is to be formed which will co-ordinate the management of the Chicago Evening American and the daily and Sunday Herald-Examiner. It is possible, in view of the success of the plan at Boston, the production company idea will be extended to other cities besides Chicago.

Forestry Expert Dies

John Davey, aged 73, known as the father of tree surgery in the United States, died at Akron, O., Nov. 8 after two days' illness. Mr. Davey, who was credited with originating the practice of tree surgery in this country, also was a leader in forestry conservation and an author of books on plant life. He was the father of Representative M. L. Davey, of the Fourtenth Ohio district.

Dupuy Plans News Service

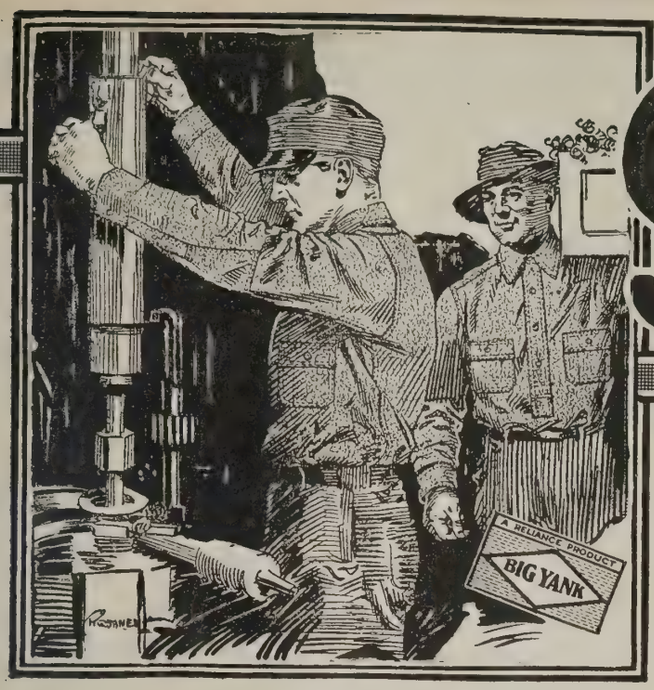
Senator Paul Dupuy, owner of the Petit Parisien, visiting newspapers in Chicago Nov. 8, announced that he would organize a news gathering service in France along lines similar to the Associated Press, when he returns to Paris.

Coloroto Ad Offices Announced

The new advertising offices of the Coloroto Magazine to be established by the Chicago Tribune next April will be on the 11th floor of the Tribune building.

Omaha News Holds Baby Contest

The Omaha Daily News is searching for the healthiest baby in Nebraska and Council Bluffs, Ia., between the ages of six months and 2½ years.



96,000

Big Yank Shirts Sold In 3 Weeks

Advertising Published Only In The Detroit News

BIG YANK SHIRTS advertised in a whole-hearted way through the one medium that covers the field thoroughly—The Detroit News—went over in an astounding fashion. In three weeks, 8,000 dozen (96,000 shirts) were sold by the Detroit distributors, Edson, Moore & Company, one of the largest wholesale dry goods concerns in the Central West, and which resulted in a 33% increase over any similar period.

Asked for the reasons back of this notable success, Vice-President Frederick Stockwell, of Edson, Moore & Co., said: "Big Yank comfort, Big Yank masculinity, and Big Yank durability, reinforced by the proper selling organization and indorsed by a substantial advertising campaign in The Detroit News, did the job."

This campaign is convincing evidence of what can be accomplished when proper merchandising is aided by Detroit News advertising.

It is possible through the columns of The Detroit News to sell all Detroit more economically than any other city anywhere approximating Detroit's size. One paper covers Detroit and suburbs—it's The News.

Greatest Circulation Daily and Sunday In Michigan Covers The Whole Field And Covers It Thoroughly

The Detroit News

"Always In The Lead"

MAKE ADVERTISING OF COMMONPLACE PRODUCTS TEEM WITH INTEREST

All Commodities Can Be Exploited from Three Angles, Realistic, Romantic, Idealistic, Gardner Says—Study Will Reveal Which Type Fits

By R. GILBERT GARDNER

WHETHER classed as a necessity, specialty or luxury, every product is susceptible of being advertised in an interesting way. Even the most commonplace products can be clothed with the mantle of romance—invested with an interest that enchains the attention of readers. Some products are more susceptible of such treatment than others, but the more difficult one frequently hides the most interesting possibilities.

Most articles to be marketed have a number of different ways of being advertised. The one that first comes to mind is usually the most common and the least valuable. Sometimes it requires a long, hard search, much investigation and research to uncover the story that will grip the interest, but it is there.

An advertisement for a product, like a fictional tale, can be handled from at least three different angles—the realistic, the romantic and the idealistic. The idealistic is, of course, the commonplace; a bare recital of the facts. The romantic envelopes the article in an atmosphere of romance, like the advertising for Palm Olive Soap or Elgin Watches. The idealistic characterizes many present day ads. It pictures an optimistic condition brought about by the product, for instance the "after using" effects of some patent medicines, the cheerful grins and supreme content on the faces of an entire family about to be regaled with pork and beans; the beatific smile with which the lady of the house greets the unheralded salesman who has come to get her money, the tropical warmth that goes in freezing weather to the far corners of a big house from the pipeless heater, and so on. Most advertisements are not purely one or another of these styles but may combine two or more of them, with one style predominating.

In order to show the varying degrees of interest that may be thrown around a product by the use of these three modes of presentation, suppose we take an imaginary article and write it up three ways, not forgetting to suggest appropriate illustrations. Let us imagine the product is figs—imported from Turkey, and advertised to the people of this country by the importer and wholesaler. We will call them Royal Damascus Figs. The copy from the standpoint of realism:

Illustration: Simple cut of package, with a number of figs on a dish in foreground, in natural colors.

GOOD FIGS

Royal Damascus Figs are imported from the finest fig growing sections of Southern Turkey—where fig growing has been done for centuries. They are rich, moist, and have a flavor of surpassing delicacy. No other figs taste just as good.

Cured exactly right to retain every bit of their tasty, nutritious goodness. Now at your grocer's. Look for the package with the gold band and the name, ROYAL DAMASCUS.

Not a bad advertisement perhaps, for it adheres to the facts with strict fidelity, but it is so commonplace that among fellow advertisements it would not be very striking. There is nothing about it to appeal to the imagination, or to the love of being entertained—nothing to impress itself on the memory. Now to inject a little romance into it. Here it is romanticized:

(Illustration: Industrial scene of ancient Damascus showing Phoenician traders bartering in the city's market-place. Typical atmosphere of antiquity. Figs being brought in on caravans; some in evidence in market-place. Big cut of package prominent in foreground.

TWO THOUSAND AND SIX HUNDRED YEARS AGO!

Ancient Damascus—city of romance and industry—and Byzantium to the North—what tales these marts of antiquity might unfold!

Six centuries before the Christian Era, figs of wonderful goodness were grown and marketed in this region by those mighty traders—the Phoenicians. Today the descendants of this enterprising people still raise figs of the same prehistoric richness and flavor.

You can get them at your grocer's—Royal Damascus Figs, in tin packages with the gold band. No other figs are just like them. Cured exactly right, with all their inviting moisture and flavor retained. Ask for Royal Damascus Figs, and treat yourself to a surprise.

By reason of the historical atmosphere of this advertisement, the product is invested with exceptional interest. Everybody is interested in scenes of antiquity, because everyone is curious to know what the world and its people were like away back in the ages. If a semblance of a true representation can be given, even in an advertisement, folks will stop, read, and let their imaginations run free for a space. Link such an advertisement closely with the product, and the name of the product will linger, and probably some salient fact connected with it. The fascination of the historical is amply proven by the way Griffith's masterpieces of the film world sweep people from their feet. There is no question about it—romance historical, and in lesser degree, modern, has a gripping appeal.

Now let's give the ad another garb—the garb of idealism:

Illustration: A business man in his office. In background a clock indicating noon. On desk is an opened package of Damascus Figs, from which man is eating with a satisfied smile. No other eats in sight.

JUST RIGHT FOR THE MID-DAY SNACK

Ah! Something new, delicious and satisfying for the busy business man at noon—Royal Damascus Figs. They appeal to light eaters because they satisfy hunger and please the palate. They permit you to remain at your desk when you feel you haven't the time to eat away from it.

Royal Damascus Figs make a satisfactory lunch. Get a package at any grocer's or fruit store today. You'll say that you've found the ideal lunch material. Remember the name—Royal Damascus.

This advertisement is idealistic because it pictures a condition that is optimistic and pleasing. Yet it is such as would appeal to the imagination of a business man, and induce him in many instances to try the figs. Whether or not it is questionable policy to picture a condition that may be too idealistic to be true to life, the example is given to show how interest can be lent to the advertising by the style of treatment. As previously stated, many ads are seen in current periodicals that are more or less idealistic, for to picture the real feelings and emotions of the average person would not give the necessary interest and punch to the copy. Though most smiles in advertising are made to order, a smile has a mighty attractive quality. The most of us had rather see a smile than a frown. Hence the photographer's injunction to "look pleasant, please," and hence also the spirit of idealism in advertisements.

If your advertising doesn't get the results that it should, study your product again, and see if your method of presentation cannot be improved. See if you cannot introduce some feature or fact that will make the article teem with interest.

NEW PLANT IN GREENSBORO

Contract Let By Daily News for Building To Be Ready August 1, 1924

Contract was let this week and work will begin immediately on the new home of the Greensboro (N. C.) Daily News at the corner of North Davie and East Gaston streets. It is scheduled to be completed by August 1, 1924. The new building and new press will represent an expenditure of approximately $200,000.

The general building contract was awarded to J. L. Crouse, of Greensboro. Contracts awarded approximate $140,000.

The main plans were drawn by Harry Barton, Greensboro architect. The management also had the assistance of Samuel P. Weston, newspaper engineer of New York.

The building will face on Davie street, and will extend eastward along Gaston street. Over all it will be 50 x 174 feet, and will contain 30,000 square feet of floor space.

There will be three stories and a basement. Because of the slope of the ground the basement will be about 60 per cent above ground. The third story will not extend the entire length of the building, but will run back from Davie street 85 feet.

The base will be of granite and the front wall of red rough-faced brick, with terra cotta trimmings. The Gaston street wall will also be of red rough-faced brick. A metal and glass marquise will extend out over the main entrance.

Bedtime Stories in Book Form

Mary Graham Bonner, whose syndicated "Daddy's Evening Fairy Tale" appears in more than 3,000 newspapers each week via the Western Newspaper Union, has just published her fifth volume of tales for little folk. It is called "365 Bedtime Stories" and contains a seasonal and timely story for every night in the year. It is published by the Frederick A. Stokes Co. The author has written more than 4,000 one-column childrens' stories and also reviews childrens' books for the International Book Review.

This famous new commonwealth will be the theme of an interesting and instructive exhibit at the

Advertising Exposition

November 12 to 17

71st Regiment Armory

Park Avenue and 34th Street

NEW YORK CITY

Visit Booth 43

Globe-Democrat

St. Louis' Largest Daily

Buffalo the Wonder City of America

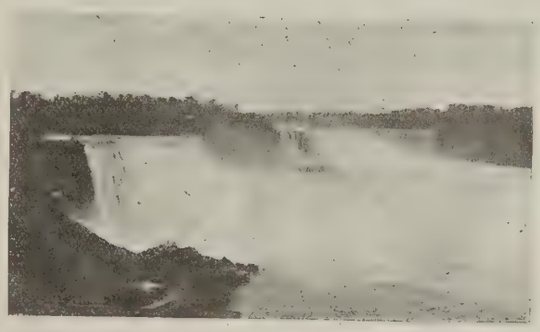
A Market Magnet for Electrical Sales!

WHERE cheap electrical current rates, made possible by Niagara Falls power, bring unusually high consumption. Buffalo's unequalled low average rate for electricity (4¾ cents per kilowatt hour) has placed Buffalo among the five highest cities in per capita consumption.

Approximately 85% of all Buffalo residences are wired for electricity.

3500 Buffalo homes use electric current *exclusively for all cooking, lighting, and appliances* such as electric irons, vacuum cleaners, washing machines, heaters, etc. The average monthly bill of 3000 of these homes was only $5.94 in 1922.

It is estimated that altogether, Buffalo uses 7500 electric ranges, over 20,000 washing machines, 25,000 vacuum cleaners, 45,000 electric irons, and 50,000 electric heaters. Far from being oversold, the market has just ripened to the point where electrical appliance selling is made easy when combined with judicious newspaper advertising.



Niagara Falls, the source of unlimited power. 25 miles from Buffalo

All you need is the pulling power of one Buffalo newspaper—The Buffalo Evening News. The Buffalo Evening News reaches four out of every five English speaking families in the city, actually 83%, as determined by a recent canvass.

No more complete domination of such a fertile field for electrical sales can be had in the United States.

A. B. C. Publisher's Statement Sept. 30, 1923, Net Paid Circulation 119,754

Hydro-Electric Power Plant of the Niagara Falls Power Company which creates abundant, dependable, cheap electricity for Buffalo homes.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

EDWARD H. BUTLER

Editor and Publisher

KELLY-SMITH COMPANY, National Representatives

Marbridge Bldg., New York, N. Y.

Lytton Bldg., Chicago, Ill.

AGED ENGLISH NEWSPAPERS REVEAL ADVERTISING AS IT USED TO BE

First Bit of Copy Appeared In "London Occurrences" Published 1647—Want Ad Types Were Followed By Proprietary Medicine and Store Items

By AUBREY FULLERTON

THE first newspaper advertising in the English language appeared in "Perfect Occurrences," London, in 1647. Henry Walker, the publisher who was responsible for the innovation, thus earned himself the distinction of Daddy of all the Ad-Men.

It is worth noting that publicity for local business followed soon after the beginning of publicity for local news. Though newspaper publishing began in England in 1622, it was not until 1641 that the domestic news of England was given a place in the public prints along with the news of continental Europe. Six years later some advertising was introduced.

Even at that there was a lack of retail store advertising until the early part of the last century. Auction sales, houses to rent and sell, and the general run of what would now be called want ads were always in evidence in the old London papers, but the tradesmen of the 17th and 18th centuries did not have the bargain sale idea.

Some reprint copies of the London Times, dated 1793 to 1798, are of quite as much interest from the standpoint of a marketing as of a news service. The Times was apparently then, as now, a favorite resort for people who had lost things, or who had some personal difficulties of one sort or another, or who had something to sell, and they made known their wants and troubles with a pleasant frankness and an evident confidence that printer's ink would bring results.

"I assure you, with the strictest veracity," appeals a lady in the vicinity of Tottenham Court road to a gentleman who had assisted her, "that your last absence from me has rendered me so unhappy that it has occasioned my being very ill, etc."

And surely this has a touch of up-to-dateness, despite the years that have passed: "Wanted immediately, £2,000."

Miss Rutter, of Morden, kept and advertised a boarding school for young ladies, whom she carefully instructed in a grammatical knowledge of the English and French languages and in the various branches of useful and ornamental needlework.

"Miss Rutter begs leave to observe that from her vicinity to Morden House Academy her pupils will derive many very considerable advantages; and as writing and arithmetic are indispensably necessary in domestic economy, she wishes it to be understood that they are daily taught by Mr. Rutter with all that attention their importance demands. The above mentioned branches of education, together with the use of the globes, are taught on reasonable terms. Drawing, music, and dancing by able masters, on the usual terms."

There was a fair amount of theatrical advertising in those days. The King's Theatre announced a bill of Italian opera at the beginning of 1793, the seats for which sold at 10s. and 6d. in the pit and 5s. in the gallery.

"Gentlemen are most respectfully informed that they cannot be admitted either into the Boxes or the Pit unless they are in afternoon dress. The Nobility are intreated to give directions to their servants to set down and take up at the Theatre with their horses' heads toward Pall Mall. The Door in Market-lane for chairs only."

People wanted comfortable and remunerative employment a century and a quarter ago and in some cases advertised their willingness to pay handsomely for it. The Times had several announcements of this kind:

"Twenty pounds will be given to any lady or gentleman who can procure a Place in any public offices for a steady, active young man, about 28. In the Excise Office, Custom House, or Victualling Office."

"One Hundred Pounds will be given to any person who can procure the advertiser any Permanent Place under Government where much writing is not required. Any other situation will not be objected to that will bring in £100 per annum."

"Five Hundred Guineas will be given to any lady or gentleman who can procure the advertiser a Permanent Situation, of proportionate value, in the Exchequer or any other office under Government where not more than three hours' daily attendance is required."

The advertising of medicines and proprietary preparations began early in the history of English newspapers. Sir Dr. John Hill's Genuine Pectoral Balsam of Honey had been on the market for thirty years when, in 1793, the following appeared in print:

"This elegant medicine for the immediate relief and gradual cure of Coughs, Colds, Sore Throats, etc. . . . It contains all the healing, softening, and soothing qualities of that salubrious extract of flowers called honey and the essential part of the richest balsams. It is as restorative as asses' milk and never disagrees with the stomach. . . . A common cold yields to the benign influence of this medicine in a few hours, and when resorted to before the lungs are ulcerated all danger of consumption is certainly prevented. Such are the faint outlines of the merits of Sir John Hill's Balsam of Honey, a preparation of most exalted efficacy, the result of long researches into nature by the Linnaeus of Britain, a man who dedicated his life to botany and justly sought the true means of health in the vegetable kingdom."

Other medicines advertised at about that time and for several years after were "Dr. James's Analeptic Pills, for health and longevity"; "Spilsbury's Antiscorbutic Drops," which had worked some wonderful cures; and "Dr. Steers' Opodeldoc," for rheumatism, sprains, chilblains, and such like.

By 1805 the idea of store merchandising with the aid of printer's ink had caught on, and some of the London traders sought public patronage for their wares in ways like these:

"Irish Linens, French Cambrics, etc., particularly cheap. Several boxes of French cambrics at 50s. the piece upwards. Sheetings of every description very cheap. Stout India calico, full ell wide, at 12d. and 14d. per yard."

"A very extensive assortment of Muffs, Tippets, Trimmings for Pelisses, etc., full 30 per cent lower than the trade in general. Velvets for Spencers and pelisses from 7s. per yard upwards; yard wide Silk Handkerchiefs, 4s. each; Gloves, 1s. per pair upwards. J. Betts invites the Ladies and Public in general to favor him with a call, having no doubt but he will have it in his power to offer them the above goods at such prices as will secure him a decided preference."

"Sofa Beds, Chair Beds and Tables, all upon an entire new construction, the superiority, elegance and convenience of which is generally allowed, as well as their remarkable portability and convenience in taking down and fixing up."

None of this oldtime advertising had anything of the mechanical genius shown in modern newspaper display style. It was all set in solid want ad style, with possibly a heading and a signature in separate lines, and the effect was necessarily heavy. But no doubt it served its day and place and paved the way for the art-work that has come after it.

FOR the month of October, 1923, The Baltimore Sun, (morning and evening) carried

2,469,935

agate lines of paid advertising, an increase of 388,551 lines over October, 1922.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

New York Men Start Weekly

Arthur D. La Hines and Sanford Jarrell, two New York newspaper men, have established the Freeport Times, a weekly newspaper published at Freeport, L. I. La Hines was formerly on the Wall Street staff of the New York Globe, prior to its consolidation with the Sun, and during the last twenty years he has worked on newspapers in New York, Chicago, Kansas City, St. Louis and New Orleans. Jarrell is a reporter on the New York Tribune and will continue his work there while editing the new paper.

A JOURNALIST AIDS DISRAELI

Arnold Tells Medill Students Anecdotes of Famous Father

A graphic sketch of Sir Edwin Arnold, English poet and journalist, was presented to a large audience Nov. 2, at the Medill School of Journalism, Chicago, by Julian B. Arnold, his son.

Mr. Arnold told a number of interesting anecdotes concerning his father, who for 40 years was a power in London journalism and a prominent figure in world politics. One in particular concerned Benjamin Disraeli, who was graduated from Oxford University with Sir Edwin.

"We shall both reach the peaks," Disraeli told him. "And when you have reached yours, Arnold, wave to me from it."

Twenty-six years later Disraeli is prime minister of England and Arnold is editor of the London Daily Telegraph. On the day when the equanimity of Europe hangs upon the drift of the Congress of Berlin, an under-secretary brings a sealed envelope to Arnold, with the message that it is the prime minister's belief that he is the only man in the world to write the speech from the throne. Arnold opens the letter and finds a single sheet of note paper with the message:

"Dear Arnold, wave to me from your peak. Beaconsfield."

That evening Arnold wrote Queen Victoria's following speech from the throne.

"And that," commented Julian Arnold, in closing the story, "that's journalism."

CONNECTICUT

CAN BE COVERED SUCCESSFULLY ONLY BY ADVERTISING

IN THE

NEW HAVEN REGISTER

Paid Circulation Daily and Sunday

over 37,000 copies per issue

A circulation greater than the next two New Haven papers combined

JULIUS MATHEWS SPECIAL AGENCY

Boston New York Chicago Detroit

Westchester County's Richest Buying Section of 125,000 People is now covered by the

TWIN CITY DAILIES

MOUNT VERNON
NEW YORK
THE DAILY ARGUS

NEW ROCHELLE
NEW YORK
THE STANDARD-STAR

Circulation Over 16,000 Daily

The Largest Newspaper Circulation in Westchester County under One Ownership

This area includes Mount Vernon, The Pelhams, Tuckahoe, Bronxville, New Rochelle, Larchmont and Mamaroneck.

2 completely equipped Newspaper Plants—one in Mount Vernon and one in New Rochelle. 2 Presses—24 and 40 pages. 22 Typesetting machines. Newspaper Delivery and Carrier service in each city and its suburbs. Full news service, both local and general, in each city.

WESTCHESTER'S GREATEST ADVERTISING MEDIUMS

During October, the Daily Argus carried over three-quarters of a million lines.

During October, the Standard-Star carried 448,000 Lines.

Total for both papers 1,224,000 Lines

WESTCHESTER NEWSPAPERS, INC.

Foreign Representative, GEORGE B. DAVID & CO.

New York, 110 East 42nd St. Chicago, 1411 Hartford Ave.

MOUNT VERNON, N. Y. THE DAILY ARGUS
NEW ROCHELLE, N. Y. THE STANDARD-STAR

LUCKY STRIKE DRIVE CAUSES MILD HAVOC

Stands Raided and Coupons Clipped from Papers Before Reaching Buyers, is Report on the New York Campaign

The Lucky Strike cigarette coupon advertisement campaign which ran full page copy in New York newspapers Oct. 30 and 31, created mild havoc in circulation departments of certain metropolitan dailies, it was learned this week. By others the campaign was defended.

Before its appearance the plan, embodied in the copy, caused a stir among business managers, who first thought best to refuse the space, but later, with alterations all excepting the New York Times accepted the copy.

The advertising appeal presented was that Lucky Strike cigarettes were to be offered Oct. 30 and 31 "tax free"—that is, the American Tobacco Company would pay the government revenue tax of six cents, permitting the public to purchase regular fifteen cent packages for nine cents, provided a coupon affixed to the newspaper copy was clipped and offered in part payment.

Business managers agreed not to increase their circulation on the two days, and further attempted to place inspectors on important stands to prevent raiding. It is understood, however, in the latter case they were in a sense unsuccessful.

One circulator pointed out the impossibility of guarding the 5,000 stands in New York City.

Information secured by EDITOR & PUBLISHER was to the effect many of the coupons were clipped before they reached the stands or the readers, causing considerable complaint.

The "flare-back," in the opinion of a prominent circulation manager, "proved to be that it was possible for people to buy the papers in large quantities from stands and stores, thereby depriving regular readers of their newspapers."

The New York Times, which refused to run the advertisement at all, continued to condemn it.

Edwin S. Friendly, business manager of the New York Sun-Globe and Herald, however, declared it was run with practically no abuse as far as the Sun, the Herald, and the Telegram were concerned.

PUBLISHERS BOOST IOWA

Peace and Prosperity Reigns, Eastern Ad Men Hear

A message of peace and prosperity of Iowa was conveyed to representatives of nearly 30 eastern advertising agencies at a meeting in Des Moines of the daily press session of the Iowa Press Association, held recently.

The publishers dispelled the impression that people of the Mississippi valley were on the verge of bankruptcy by taking the visitors on an automobile tour of central Iowa.

Frank D. Throop, publisher of the Davenport (Ia.) Democrat-Leader, in a speech quoted figures from a reliable source giving detailed information regarding the Iowa financial situation. He said that deposits in Iowa banks which are members of the federal reserve system, were, on June 20, 1921, $345,000,000, and on June 20, 1923, $421,000,000, or an increase of $76,000,000. This increase, he said, was made during the period when Iowa was supposed to have been in the midst of a financial depression. Mr. Throop also said that Iowa banks had borrowed from the Federal Reserve Bank of Chicago in December, 1922, the sum of $98,000,000 and that on April 1, 1923, this had been cut down to $14,000,000 or a reduction of $84,000,000.

AD MEN PLAN COAST JAUNT

Portland, Me., Men to Duplicate Recent C. of C. Trip

The Portland, Me., Ad Club is to sponsor a coast-to-coast trip of approximately 9,000 miles next February, to be run much after the fashion of the recently completed three weeks' trip to Portland, Ore., and San Francisco, conducted by the Maine State Chamber of Commerce.

The tentative plans were made public, following a vote of the club to undertake the enterprise. It will be in charge of Philip W. Blake, who managed the first trip.

The special train will cross the continent by the southern route, taking in sections of Mexico, and New Orleans in Mardi Gras time. On the return a stopover will be made at Washington. The party will start about the middle of February.

It will differ from the previous trip in that, it will be open to any person in New England who desires to sign up.

Portland newspaper men who made the previous trip included, Col. Fred. N. Dow, publisher of the Evening Express and Sunday Telegram, Daniel W. Hoegg, Jr., associate editor of the Express, and Lieut. Donald B. McGrew, Sunday editor of the Portland Press Herald.

Gen. Haller Addresses Ad Meet

The joint Pre-Armistice Meeting of the Newspaper Representatives' Association in conjunction with the Advertising Men's Post of the American Legion, the Advertising Council of the Association of Commerce, and other advertising organizations, was held Nov. 8, in Chicago. The guest of honor was General Joseph Haller, Commanding General of the Polish Armies, and the principal speaker was Judge Kenesaw Mountain Landis.

Libel Suit Stirs England

Lord Alfred Douglas, brother of the Marquis of Queensbury, was arrested in London, Nov. 6, charged with criminal libel against Winston Churchill. The trial is expected to be one of the most sensational libel suits England has heard in many years. The alleged libel includes the statement that Churchill had received a sum of money from the late Sir Earnest Cassel, millionaire publisher, after issuing a false official communique on the battle of Jutland.

FOREIGN ADVERTISING URGED

Department of Commerce States Exchange No Bar to European Sales

The current issue of Commerce Reports, published by the Department of Commerce, advises American manufacturers to advertise abroad. Depreciated exchange is not a bar to sales in Europe, it states.

Lack of advertising, it is asserted, is the cause of more difficulty to manufacturers of standard American products than any other one thing. Outside of Germany, there is no opportunity for such extensive advertising as is conducted in this country, and while the American public has been educated to purchase quality goods by trademark, rather than price, the European has learned little of that method. The reason for this lies in the fact the European countries have fewer great newspapers and magazines than the United States, and, consequently, an advertising campaign does not reach the consumer in Europe with the effectiveness that its message reaches the American public.

NEWS PHOTOGRAPHERS MEET

New York Men to Protest Police Pass Infringement

Plans were discussed at a dinner meeting of the News Photographers' Association of New York, Nov. 2, for extension of the organization into international fields, to take in news photographers of Great Britain, Canada, France and Germany and South American countries where news photography is coming to the fore.

Frank Merta, United News Pictures, chairman of the dinner commiteee, presided in the absence of John Hemmer, president. It was decided to lay before Police Commissioner Enright some practices of commercial photographers who have operated within police lines on police passes as news photographers. The association is endeavoring to keep the illegitimate news picture takers from within police lines.

"Many photographers get police line passes and take pictures in parades and at functions, collect money from persons for them, and in that way create the impression that news photographers are grafters," declared Martin J. McEvilly, of the Brooklyn Standard Union. A committee consisting of William Zerbe, New York Tribune; Martin J. McEvilly, and Frank Merta was appointed to confer with Commissioner Enright.

Frank E. Campbell, business man and Rotarian, addressed the members, emphasizing they were custom makers who made millions think at the breakfast table. Stories of old time picture gathering experiences were related by Hugh O'Neill, of the World, who has seen forty years of service; William Warnecke, World, who rounds out 25 years this month as a news pictureman, and Frank Ryberg, of the News.

Completes 50-Year Span

The Marshall (Mo.) Democrat-News recently celebrated its golden anniversary by printing a big special edition, and purchasing for itself, as a "birthday present," a new linotype.

CLARENCE

by CRAWFORD YOUNG

The British Whig, Kingston, Ontario, is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

Same Rates

local—national—classified

The Boston Evening Transcript, at the same cost to itself, performs for the local advertiser and the national advertiser precisely the same service.

As a corollary—a perfectly obvious one to the Transcript—it charges the same rate to each advertiser whether local or national.

Effective January 1, 1924, this uniformity of rate will be extended to classified advertising.

Simply one more reason for choosing the

Boston Evening Transcript

Highest Ratio of Buyers to Readers

National Advertising Representatives

CHARLES H. EDDY CO. Boston New York Chicago

R. J. BIDWELL CO. San Francisco Los Angeles

First in the Greatest Market

THE metropolitan district of New York (50 miles radius) is the greatest as well as the richest buying market in the world. The national markets of many countries have less purchasing power than the 9,000,000 inhabitants of New York and its suburbs who constitute one-twelfth of the population of the United States—a larger number of people than the population of Canada.

To address the people of the New York metropolitan district is like sending a message to all the residents of Chicago, Philadelphia, Detroit, St. Louis, Boston, Los Angeles, San Francisco, Buffalo and New Orleans.

Only one state approaches the metropolitan district of New York in population—Pennsylvania—and that falls 200,000 short.

No advertising plan is complete until it covers the great New York market.

After any product or article is established in the metropolitan district of New York, the inhabitants of which have an annual income of $7,856,000,000, it can be successfully sold anywhere else in the country.

In this populous district, possesed of unusual wealth and buying power, The New York Times is read by the largest group of intelligent and responsive persons, exercising a strong influence in homes where quality has first consideration.

The New York Times published 19,781,410 agate lines of advertising in ten months of this year, 5,093,802 lines in excess of the second New York newspaper and more than the combined volume of the two New York newspapers popularly classed with The Times as to quality of circulation.

The average net paid circulation of The New York Times, daily and Sunday editions, is more than 350,000. The sale of the Sunday edition is in excess of 550,000 copies. The Times is distributed to its readers in more than 8,000 cities, towns and communities throughout the United States.

In ten months of this year The New York Times published 4,618,998 agate lines of National Advertising, 1,904,424 lines more than the next New York newspaper and 34.1 per cent of the total carried during the same period by all six New York morning newspapers.

Advertisements offered for publication in The New York Times are subject to censorship, thus guarding against false or misleading announcements.

More than eight hundred national advertisers of various products are represented in The New York Times. Nearly two hundred use The Times exclusively among New York newspapers. No other New York newspaper publishes the announcements of so many national advertisers.

The New York Times offers to advertisers an unequaled service as a daily newspaper. In its Sunday edition it affords the advantages of magazine and pictorial publications, enabling advertisers to reach selected buying groups in every important centre.

The New York Times

TIMES SQUARE NEW YORK

NOTED FRENCH EDITOR VISITS PHILADELPHIA

Senator Dupuy of Le Petit Parisien is Amazed at Style and Volume of American Advertising

"A man is never finished learning the newspaper business," Senator Paul Dupuy, owner and editor of Le Petit Parisien, said when he visited Philadelphia, Nov. 6, and incidentally, the newspapers. He was a guest at luncheon of prominent advertising men.

"In every phase, there is always something new to learn," he added, speaking in his slow and distinct manner. "I have found this to be true, again and again, in every different department. I think, too, that the newspaper business changes and progresses faster than any other profession or trade."

Senator Dupuy referred to his visit in the United States 20 years ago, saying that he studied improved machinery of production at that time.

"I introduced new mechanical methods in my country, but when we had caught up with you we found you were ahead in other respects," he added. "The one thing you American newspapers excel in is your advertising. There is nothing in the world which can equal the style and the volume. I am hoping that Philadelphia and other cities will give me things which I can take home to Paris and use in my own paper. I have found many things already—I am amazed!"

According to Senator Dupuy, France is more than 20 years behind the United States in advertising progress.

"We will progress, however, as you have progressed," he said.

Among those who accompanied Senator Dupuy to Philadelphia were N. Gendron, M. Genton, Henri De Weindel and Andre Aghion, all associated with him in publishing the Excelsior and Le Petit Parisien.

Madame Dupuy did not accompany her husband to Philadelphia. His trip was strictly business and he visited some of the larger advertising firms, the magazines and newspapers here.

"France has one advantage over you Americans," he concluded with a parting shot. "The French papers have moderation. They are not so blatant—so sensational."

Dupuy Praises Eagle Plant

Senator Paul Dupuy, publisher af the Petit Parisien, and members of his editorial, advertising, and mechanical staff, visited the plant of the Brooklyn Eagle, Nov. 2, and following a tour of inspection declared that when the new addition is ready for occupation the efficiency will be as great as he has seen anywhere. The Senator visited the Eagle 20 years ago and was impressed with the tremendous strides taken in newspaper production since then.

Oldest French Newspaper

According to L'Opinion, a French weekly journal, the oldest newspaper in France is the Journal du Loiret, founded in 1742. Next comes the Journal du Havre, which first appeared under the title of Havre de Grace Commerce Maritime, in 1750. The Journal de Rouen takes third place. It saw the light in 1762 under the name of Annonces, Notices et Avis Divers de la Haute et Basse Normandie (Announcements, Notices and Divers Information of Upper and Lower Normandy). It took its present less cumbersome title as long ago as 1791.

PARIS TRIAL SAVORS OF U. S.

Testimony in English Refreshes American Correspondents

By G. Langelaan.
(*Paris Editor*, Editor & Publisher)

The examination and cross-examination of witnesses in the Belle Ferronnière picture case brought to Paris the atmosphere of the courts at home. Newspaper correspondents had to follow counsel and expert witnesses through the whole field of Italian art. They renewed acquaintance with Pollaiuolo, Ghirlandaio, Verrocchio, Ghiberti and other masters of past ages, and listened patiently while experts described how they painted. Italian, American, French and British experts passed before them, giving their reasons why they considered the picture in possession of Mrs. Hahn a copy and not an original Leonardo da Vinci, while the searching questions of counsel for Mrs. Hahn sought to shake their evidence.

From higher art and the "sixth sense" of experts, tone and color, method and style in painting, the evidence came down to pigments and their composition, and after examining cracks in the picture, the newspaper men wondered when the last expert witness began to expound on the chemistry of pigments, whether they might not have to lick samples of the paint. After conferences with French ministers and others, attendance at French ceremonies and listening to lengthy speeches in French, it was a pleasure to listen to someone talking real American, and the passages of arms between counsel enlivened the exacting sittings.

PARIS SEEKS NOVEL MAKE-UPS

Black Type Discarded for Red and Blue in Titles

Novelty in make-up is being sought by French newspapers. LeMatin and Le Petit Journal have long since discarded black type for red in their titles. The Information has just changed to a title in blue. In many cases the treatment of the title itself has undergone change.

The Petit Parisien was the first to break away from the plain title, appearing some years back with an ornamental title figure, a winged Eastern Hemisphere, behind the name of the paper. L'Oeuvre was one of the first newspapers to utilize the space next to the title in a new way, generally setting there a telling sentence or two of an epigrammatic nature.

Le Journal often gives up both "ears" to a couple of comic pictures. Le Matin prints the day's weather on one side of the title and a useful household hint on the other—care of the baby, how to make a dainty dish, etc.

The Paris editions of the New York Herald and Chicago Tribune print a weather report on one side of the title, so that visitors can see what sort of a day they are going to have, and the rate of exchange on the other, so that they can see how much fun they will be able to get out of a dollar.

Eastham Pushes Libel Suit

An amended complaint to the damage suit instituted against the Portland (Ore.) Telegram, Robert S. Farrel, Frank A. Seufert, Frank M. Warren and Carl D. Shoemaker several months ago, has been filed by O. W. Eastham, a Portland lawyer, the complainant. Eastham is asking $35,000 for damage to his reputation and $25,000 exemplary damages. The case is based on an article printed in the Telegram, June 24, 1922, purporting, Eastham declares, to "expose a big graft plot" in connection with defeating a proposed law aimed at salmon packers.

South Carolina A. P. Members Meet

The South Carolina members of the Associated Press held their quarterly meeting at Spartansburg the past week. Following luncheon at the Franklin Hotel, U. R. McCall of Atlanta, superintendent, Southern division, Associated Press; A. D. Hale Southern division traffic chief, of Atlanta, and A. F. Littlejohn, correspondent of the Columbia bureau, led discussion on the service.

Duffy Invents Linotype Lock

Thomas Duffy, of the Northwest School of Printing at Spokane, Wash., has invented a linotype lock which prevents metal being cast until the machine is ready for operation. He will manufacture it in Spokane on a small scale.

SCHOOL FOR PRINTERS

Cleveland Pressmen's Union Aims to Develop Better Mechanics

The Cleveland Printing Trades Education School, which opened its fall term Oct. 6, has for its purpose giving to the printing and publishing industry better trained mechanics.

The school was started Jan. 1, 1923, and now has 140 students. It is under the supervision of the Cleveland Printing Pressmen's Union. U. F. Gavan is chairman of the body which directs the school, while P. J. O'Donnell, president of the Cleveland pressmen's organization, is secretary.

Gavan is chief instructor and has under him eight journeymen who are regularly employed. The school sessions are held at night.

About $5,000 worth of equipment has been installed including a Miehle vertical job press and a Miller automatic feeder. The presses are of the latest type and were donated by the manufacturers to the school. A monthly tuition of $1.00 is charged students. To date the school has cost the pressmen nothing. Cleveland paper supply houses have provided all the paper, ink and other material used in the classrooms and shop.

Newspaper Ads Rout Oil Fakers

The National Vigilance Committee, by using newspaper advertising space, put to route questionable oil promoters in the Southern California fields, adjacent to Los Angeles and Long Beach. A Federal Grand Jury, now sitting at Los Angeles, is expected to bring in from 20 to 30 indictments.

17,530,854 Lines

The Columbus Dispatch Advertising Record for the First TEN Months of 1923.

The Dispatch exceeded the next Ohio newspaper by over 1,700,000 lines.

The Dispatch exceeded the other Columbus newspapers COMBINED by 2,823,196 lines.

Net Paid Circulation 87,561

Largest in Central Ohio

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION

General Offices: 805 Terminal Building, Brooklyn, N. Y.

AFFIDAVIT

Consulate General of the United States of America
City of BERLIN, Empire of Germany } SS.

I, Walter CLAUS, manufacturer, of Thalheim, Saxony, Germany, being duly sworn, declare as follows:

The newspaper dry mats which The Flexideal Co., Inc., 15 William Street, New York City, sell in the United States of America under the trade name "FLEXIDEAL MATS" are absolutely identical in quality with the dry mats which I manufacture here in Germany and sell throughout Europe under the trade name "IDEAL DRY MATS."

These "IDEAL DRY MATS" have been on the market all over Europe for many years. Among over 800 customers (partial list attached to this document) my "IDEAL DRY MATS" are in use by the following leading newspapers and publishers in:

ENGLAND

The Manchester Guardian — The Daily Mail

In addition there are about 100 other newspapers using my dry mats.

FRANCE†

Le Matin, Paris — Le Petit Parisien — L'Oeuvre
Le Journal, Paris — L'Information — Le Figaro
Le Temps, Paris — Le Gaulois — La Liberté

GERMANY

Deutsche Allgemeine Zeitung — Der Tag — Hamburger Fremdenblatt
Berliner Tageblatt — Berliner Zeitung am Mittag — Neueste Nachrichten
Berliner Lokal Anzeiger — Vossische Zeitung — Morgenpost

HOLLAND

Alg. Handelsblad, Amsterdam — De Maasbode, Rotterdam — Nieuwe Rotterdamsche Courant

SWEDEN

Swenska Dagligt Allehanda, Stockholm — Nay Dagligt, Stockholm — Aftonbladet, Stockholm
Stockholms Tidningen, Stockholm

†Deliveries suspended.

DENMARK

Politiken — Ferslewske Blade

AUSTRIA

"Reichspost," Wien — Wiener Journal, Wien — J. N. Vernay, Wien

CZECHO-SLOVAKIA

Narodni Politika, Prag — Tribuna, Prag — Grafia Knihtiskarna, Prag

(Signed) Walter Claus.

Sworn to and subscribed before me this 4th day of August, 1923.

(Signed) C. L. Turrill.

(Official Seal)
American Consulate General
Berlin, Germany.

C. L. Turrill,
Vice-Consul of the United States of America
at Berlin, Germany.

REPUTATION VIA PERFORMANCE

We fully appreciate that advertising will help "put over" the first sale but that only continued performance will get the business regularly. Or to paraphrase it, "Reputation through performance alone means repetition of orders!"

The fifty years of experience in back of Flexideal and Maxitype Dry Mats means INHERENT QUALITY which in turn assures DEPENDABLE RESULTS day in and day out the year round.

Apropos reputation, the extract from the affidavit reproduced above speaks for itself.

Quality will tell! That is why we confidently offer you samples gratis so that you can make your own trials. You will then know why American publishers and stereotypers, even as their European fellow craftsmen, use Flexideals and Maxitypes (or their equivalents) exclusively.

Why not try it now?

["Maxitypes" made specially for Duplex tubular casting boxes.
"Flexideals" for all other standard equipment.
Stocks carried at Bush Terminal, Brooklyn, N. Y., and also at Chicago, Ill.]

The FLEXIDEAL COMPANY, Inc.

Sole U. S. and Canadian Distributors

15 WILLIAM STREET — NEW YORK

TRADE MARK FLEXIDEAL DRY MATS REG. U.S. PAT. OFF.

"SERVICE" — "QUALITY"

TRADE MARK MAXITYPE DRY MATS REG. U.S. PAT. OFF.

Our Own World of Letters

By JAMES MELVIN LEE

E. W. HOWE in his Monthly prints this observation:

Our great need is more great reporters, and fewer great editorial writers. The newspapers are the coming great force, and the fair, intelligent reporters the coming men. Fair reports of events are the great sermons.

Nor does Mr. Howe stop here in his comment about editorial writers. In another column he offers this suggestion:

If newspaper writers wish to oblige me, they will quit using this expression: "It is a sad commentary on our civilization that this condition exists."

* * *

SEVERAL OF THE BOOKS which have been reviewed in this department were also recently reviewed in the Nation by Oswald Garrison Villard, who was for many years president of the New York Evening Post.

Mr. Villard finds much to criticise in several of the volumes. He regrets, for example, that Lucy Maynard Salmon, in "The Newspaper and the Historian" (Oxford University Press), does not give a clear-cut contrast of the value to the historian of the press of 1923 compared with that of 1858. To Mr. Villard there is little comparison—"so superior was the reporting of the earlier journalists to that of today."

In his comment about "The Young Man and Journalism," by Chester S. Lord (Macmillan Company), Mr. Villard says:

"Mr. Lord either fails to appreciate what this degradation means to the press of the world, or he glories in its shame. That the free press of the world should have been so prostituted ought to cause every newspaper man to hang his head, for never in the history of journalism has it been so debased. At no other period has it printed such a mass of lies as during and since the war, with the result that it has lost prestige and standing with the masses, who no longer have any faith whatever in the statements of the conventional daily."

Mr. Villard believes that "The Community Newspaper," by Emerson P. Harris and Florence Harris Hooke (D. Appleton & Co.), has been constructed to aid, inform, and instruct newspaper Babbitts. He adds:

"But nowhere do we find any intimation that the press might and should be a reforming agency; that it has an ethical duty to the community; that its chief function is to lead, and to lead toward the new and progressive and the better. A newspaper may print reams of trustworthy news about the Chamber of Commerce and the First Presbyterian Church and the Elks Club, and yet have almost no justification for existence. Any conception of a newspaper which makes of it merely a local organ for the booming of local interest, is neither stimulating nor elevating."

Mr. Villard does, however, find "The Country Newspaper," by Millard Van Marter Atwood (A. C. McClurg & Co.), more attractive. This volume, full as it is of valuable suggestions, has very little criticism. Mr. Villard's own view regarding the country weekly follows:

"The rural editor must, however, realize that the old type of paper is outworn, that there must be greater service to the community in the best sense and a much wider range of interest, and far greater intelligence displayed in the editing. The rural public is eager for good papers, and there are plenty of examples where they have responded to an intellectual stimulus. But there must be real leadership and not merely 'his master's voice,' the editor's master being far too often the dispenser of political office or of printing patronage."

Mr. Villard's views are interesting whether one agrees with him or not. In all of his criticism of the press, he has never shown that readers want a different type of journalism than that found today. He has never proved that the faults which he enumerates are not the faults of the reader rather than of the editor. He has never successfully challenged the assertion that every newspaper editor stands ready to give his readers a better newspaper than they will support.

Publishing a newspaper and printing an advertisement are alike in this respect: if neither the paper nor the advertisement will be read, it is useless to print either one. In some respects the reader who puts his two cents on the newsstand is voting for the kind of paper he wants, just as much as when he puts his X on the ballot he expresses his choice for the man he wants to see in public office. All of us have our opinions of the kind of newspaper we want, but in a democracy a decision of the majority must prevail. Any advancement must come through the reform of the voter.

* * *

SO FAR AS I KNOW, the late Charles Emory Smith of the Philadelphia Press, never wrote a book on the freedom of the press as was intimated in a letter from a correspondent. Mr. Smith, at the time of the press controversy with Governor Pennypacker of Pennsylvania, did publish in his newspaper a thought-provoking editorial on "The Freedom of the Press." It was based upon the Governor's message to the Pennsylvania Senate about Bill No. 690, which was drawn to regulate the press in that commonwealth. The editorial, the message, and a remarkable cartoon entitled "The Gag and the Gauntlet," did appear in book form through the courtesy of a personal friend of Mr. Smith. The book is now out of print, but may be frequently obtained from dealers in second-hand books.

* * *

MISSOURI editors, like the other inhabitants of that state, like to be shown. The school of journalism at the state university turns out students who show the effects of practical instruction. More than that, the school publishes a very valuable series of pamphlets on journalism which show the Missouri editors how to edit and make their papers.

The latest addition to this journalism series is "News and the Newspaper," compiled from the addresses by editors and writers who spoke at the fourteenth annual journalism week held at the University of Missouri. "News and the Newspaper" answers the question of what news to print, both from the publishers' and the readers' point of view. It points out some neglected news fields and prints interesting information about news not only in our capitals but also in other lands. It finds space for a worth while chat about the making of the cartoon. For the publishers of the small city dailies, it contains much practical advice on such subjects as the editorial, the make-up, and the obligation of the publisher to advertisers.

Cherchez la femme—a chapter on women in journalism, records the opportunities in journalism for women and emphasizes the importance of advertising as a career for women. Reporters who want to write short stories will be interested in the chapter on the writing of fiction. A glimpse of the journalism of the future will be found in the concluding pages.

Newspaper publishers may secure a copy of this pamphlet by dropping a line to Walter Williams, Dean of the School of Journalism, University of Missouri, Columbia, Missouri. On the inside back cover will be found a list of other journalism pamphlets published by the school and sent free to newspapers upon application.

* * *

ONE treatise on publicity which can safely be endorsed is "Newspaper Publicity for the Public Schools" by Rollo George Reynolds, Director of the Bureau of Educational Service of Teachers College, Columbia University. The scope of the survey made by Director Reynolds may be indicated by the following headings:

The Amount and Character of School News Found in the Daily Newspaper.
School News From the Editor's Viewpoint.
School News From the Superintendent's Viewpoint.
School News From the Reader's Viewpoint.
A Program for School Information Service.

The set of rules and suggestions for preparation of school news will unquestionably have the O. K. of all newspaper editors. If followed, more school news will get into print. Practical suggestions are given for the collection of schools news, and the delivery of copy to the newspapers. From the reports of 200 superintendents of schools suggestions were compiled on how to avoid the charge of partiality in giving out items to the press.

The chapter on a program for school information service will appeal both to superintendents and to editors. Illustrations are drawn from many sources. Mention may be made of those from The Citizen of Tucson, Arizona; The Times of Akron, Ohio; The Eagle of Witchita, Kansas; The Review of Decatur, Illinois; The Register of Des Moines, Iowa; The Times of Seattle, Washington, etc.

Many superintendents believe that the school budget should contain an appropriation for publicity. Suggestions are offered as to the best ways to spend this fund in paid advertising. Another method indicated is the use of space donated by local merchants.

Director Reynolds, in making this extensive survey of the relations between the school and the press has rendered a very distinct service not only the cause of education but also to that of journalism. Various tables indicate how exhaustive have been his researches.

* * *

AT a time when combined newspapers are attracting public attention, I may be pardoned for noting a "combined" book, "American Nights Entertainment" by Grant Overton. It bears the joint imprint of D. Appleton & Co., George H. Doran Company, Doubleday, Page & Co., and Charles Scribner's Sons.

I rather like the frankness of this statement on the jacket:

This book has been published frankly as advertising and is sold considerably below manufacturing cost.

No charge of exaggeration ought to be brought if I should say that "American Nights Entertainment" is the most important book of the year for literary editors. It is filled to the brim and running over with interesting chats about fire-side entertainers. For the lay reader, the book is an excellent guide to some of the best things that may be found in the world of books. Portraits of Galsworthy, Conrad, Tarkington, Wharton, etc., are added by way of good measure.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

Prepare for the Holiday Rush

NOVEMBER and December are big advertising months. By acting quickly you can increase your share of this good business.

With the Ludlow system at work in your composing room you are ready for all display type requirements regardless of the unusual demands on your equipment.

You can produce last-minute page ads and also those considered as run-of-the-hook copy, in record time. You can set feature heads, or any kind of display composition in any quantity, or in any size from 6 to 60 point without machine changes. You can set light romans or bold Cheltenhams, Lining Gothics or beautiful Caslon Italics, in which the letters have the full kerning effect without having any kerns to break off.

As the Ludlow system of display composition meets the requirements of such great dailies as Chicago Daily News and the Philadelphia Evening Bulletin, surely it will meet yours, whether your plant is large or small.

The time to go after good business is when that business is within reach—not after it has gone by. We can help, if you act quickly.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

MILWAUKEE—FIRST CITY IN DIVERSIFIED INDUSTRY

Another Service Innovation

—originated by The Milwaukee Journal—

THROUGH sheer weight as a merchandising and selling power this newspaper has for many years enjoyed a remarkable dealer influence—not only in its local market but in every secondary buying center for the 3,000,000 people in Wisconsin and Upper Michigan.

And now, this already strong dealer influence is being intensified by a new type of service, never before offered by any newspaper to our knowledge. The plan of action briefly described below has for its purpose the betterment of the merchandising and advertising practice of retailers and wholesalers throughout The Milwaukee Journal territory. Any such improvement should bring material benefit to national advertisers in the way of increased sales at lower cost.

The Merchandising Counsellor of The Milwaukee Journal, a recognized authority with wide experience in wholesale and retail selling, is conducting a series of institute meetings devoted to Merchandising and Advertising problems, in the principal cities and towns of Wisconsin—the secondary buying centers of The Journal's great market.

These meetings, held in cooperation with the leading local newspapers and the commercial clubs in each community, are attended by dealers and distributors and their employees handling practically every line of merchandise. The program is a practical discussion of the problems confronting these men and the application of the underlying principles of marketing to their business. Among other things the selling-power of newspaper advertising and the advantages of cooperation with manufacturers who advertise their products in this market are clearly demonstrated.

During the first series of six meetings, which cover a six weeks period in each town, the local retail and wholesale establishments are visited by The Journal's Merchandising Counsellor on request, selling problems are surveyed at first hand and advice is offered. This excellent service is continued by correspondence and the influence for better merchandising is thus maintained. A powerful bond of goodwill for newspaper advertised products is established.

This service has been tried and proven. It is being acclaimed enthusiastically and accepted unanimously by the merchants in the cities listed below which are on the 1923 schedule:

	Population 1923		Population 1923
Milwaukee	539,449	Sheboygan	32,597
Racine	64,393	Beloit	23,503
Madison	42,519	Appleton	20,566
Oshkosh	33,197	Janesville	19,879
Green Bay	33,100	Neenah	7,171

Applications for service in 1924 are already in from many other cities and towns. Positions on the schedule will be assigned January first.

Write for details as to how the tremendous power of dealer influence generated by this new service may be turned in favor of your product, to help you sell more goods at lower cost.

Complete Service to Advertisers—

The Milwaukee JOURNAL FIRST - by Merit

—Rotogravure —color— Black & White

WISCONSIN—FIRST STATE IN VALUE OF DAIRY PRODUCTS

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space Buyers

IV.—OMAHA—*"Where The West Begins"*

By HARRY R. DRUMMOND

PROMINENT literary authorities of Omaha, Neb., are agreed that Arthur Chapman is the regular accredited Poet Laureate of Omaha, said title having been earned by penning that immortal description of Omaha, so well known as "That's Where The West Begins."

Under pressure some of them will admit that Chapman was working in Denver when he wrote it, and, perhaps he never was in Omaha, but—well, how *could* he mean any other place?

Seventy years ago Omaha was a wild and wooly trading camp on the west bank of the Missouri River, peopled with a few traders, a heavy sprinkling of Indians and a smattering of white folks—mostly of the then sterner sex. It was a "he" town in more ways than one.

Seventy years have wrought some decided changes in Omaha. The percentage of Indian population has dwindled materially there being none left, while white folks, men and women, have spread Omaha into a city of considerably more than 200,000.

These figures may be questioned, as the government census gave Omaha a mere 191,601, but good citizens explain that this census was conducted by a corps of political employees who were simply lazy, and did not do a thorough job.

The late government estimate, as of 1923, however, gives Omaha 204,382 people. Omaha builds about 1000 homes annually.

Notwithstanding these circumstances, Omaha, with all the modesty of Mayor Hylan of New York, or J. Ham Lewis, of Chicago and points west, arises on its hind legs, so to speak, to tell the world that Omaha, Neb., is the Commercial Capital of the greatest Inland Empire in the land.

Seventy-six per cent of Omaha's population is native born white. Five and one half per cent is negro and 18-4/10 per cent have answered the call of the wild and gone to Omaha from foreign lands.

Czecho-Slovakia, Germany, Poland, Russia, Sweden and Italy, in the order named, have contributed most heavily to Omaha's foreign population, 21,527 in all.

Figuring Council Bluffs as part of Omaha, the metropolitan population, according to the 1920 census, is 227,763, and of course lots and lots of Council Bluffs citizens were missed by the census enumerators.

There are some 44,500 families in Omaha, 21,028 of them owning the homes in which they live. This being 48.4 per cent, makes Omaha fourth in percentage of home owners among the large cities of the country.

With the passing of time, Omaha has grown, of course, but do not get any idea that Omaha has settled down. Omaha has not settled down, nor are there any indications of any such process being under way. Omaha is still wild and wooly—and in a big way, too.

Downtown Omaha is not pretty. It is a mixed up panorama of the trading post Omaha of yester year and the truly metropolitan Omaha of the years to come.

Big buildings, sky scrapers aplenty, but sandwiched in between are many old timers, even a few frame stores with false fronts, so common in the cow country in the frontier days.

The new buildings are pretentious. Big, elegantly appointed, truly metropolitan in every way, built by men of vision and faith in the future of their city.

One is sorely tempted to write reminiscently of Omaha—of the old gold rush days, when Omaha was the veritable border of civilization—and one is equally inclined to write more or less glowingly of an assured future for Omaha, but this story is supposed to deal with Omaha as it is—not as it was, or as it will be.

While, primarily, this story deals with Omaha as a retail market, no retail market exists without something to sustain it and, without further preamble, we will plunge into some facts and figures regarding industries and surrounding territory—facts and figures which have a distinct bearing on retail Omaha.

The 1922 figures are used herein, and 1923 has beaten 1922, month by month so far, making the figures used rather conservative.

Omaha is the third live stock market in the United States, with a record of 7,125,291 beasties of various breeds.

Packing house products turned out by Omaha sold for $154,924,060. Grain receipts were 76,475,600 bushels. Omaha is the leading city of the United States in the production of pig lead. The smelter output totaled $29,590,610.

Being the largest butter producing center in the world, Omaha's output was 35,000,000 pounds, and this, together with the cheese produced by the same dairies, sold for $17,720,565.

These are big figures and they cover merely the high spots. Other less pretentious lines of industry are listed as follows: automobiles, trucks and accessories $20,679,980; flour and mill products, $11,177,160; foundry and metal products, $3,985,090; coffee, tea and spices, $5,856,550; furniture and bedding, $2,245,500; machinery and equipment $3,343,100.

There are 450 factories in all, and they employ 25,000 men and women, and have a pay roll of $25,000,000 annually.

These figures given here total $249,631,565, and do not include the value of the live stock or grain handled during the year.

During 1922 the wholesalers and jobbers of Omaha did a business of $434,000,545.

If that were all it would be enough, but, while that covers industrial Omaha pretty thoroughly, bordering upon the city, within a fifty-mile radius, and connected with Omaha by 10 steam railroad trunk lines, 22 steam railroad branch lines, 2 electric interurban electric lines, 15 bus lines and 13 national and state highways, there are 54 towns and 29,330 farms, populated by some 300,000 people who look upon Omaha as "down town where the stores are."

On the west, for a distance of some 350 miles, there is no cross counter commercial current, with the exception of Lincoln. Not until one encounters Denver territory is there any opposition for Omaha retailers to worry about.

This is a trading territory, a retail trading territory if you please, as extensive in mileage as the entire width of the state of Pennsylvania from Philadelphia to Pittsburgh. Some territory!

Within the 50-mile radius are 200,000 miles of telephone wires and 118,000 telephones. The per capita ownership of automobiles in this territory is 4.9.

Having written all around our subject—retail Omaha—let us now turn to a diagnosis of what Omaha merchants do with their opportunities.

First a few kind words regarding Ak-Sar-Ben.

This because Ak-Sar-Ben is functioning down on the street under our window, and Rome, in its palmy days never out-howled Ak-Sar-Ben.

Ak-Sar-Ben, which is Nebraska spelled backward, is the all firedest smoothest functioning boosting organization in the country. It is composed of business men and hired men of Omaha. It has a "Den" where, for a stated sum of money a man may become a candidate by name, a victim in fact and a cripple, perhaps—but where he knows, without being told, that, after initiation, henceforth and forever more he will have no inclination to refer to hell in a light or frivolous manner.

Thousands are initiated annually and the earnings are used to stage a party in the fall, a wild party, if you please, to which the whole wide world is invited, and to which a big part of the Inland Empire heretofore mentioned, goes.

Festivities are conducted, for the most part, after store hours—principally, of course, so that the working people of Omaha may participate, and incidentally, very incidentally indeed, so that the visitors will have nothing particular to do all day except to spend their money in the stores.

Does it work? Excellently!

There are five big department stores in Omaha. Brandies is the largest, Burgess Nash second, Hayden's third, Kilpatrick's fourth and Thompson-Belden fifth in volume of sales. Kilpatrick's is, perhaps the "classiest" with Burgess Nash second. Collectively they approximate $25,000,000 in sales annually.

All in all there are between 2,900 and 3,000 stores of various sorts in Omaha and retail sales run to $125,000,000 a year. The Nebraska Clothing Company, handling men's and women's ready-to-wear goods, does some $3,000,000 and there are a number of splendid specialty shops. Omaha people buy goods that have pep. They are regular "up-to-daters," and follow fashion's trend without a murmur. Zip, jazz and snap get action in Omaha.

The retail shopping district—that is where the big concentrated trading is done, includes Douglas street, 14th to 18th, 4 blocks; Sixteenth street, Dodge street to Jones street, 6 blocks; Fifteenth street for 3 blocks, Harney street for 2 blocks, which, with the side streets and cross streets make about 30 blocks.

As a retail market, Omaha, Neb., is—well it is a market all right. Don't forget that.

And another thing—Omaha has been done out of 36,162 people by the Missouri River, which separates it from one of its most promising suburbs, namely Council Bluffs, Ia., which bears the same relative position to Omaha that Jersey City does to New York, commercially speaking.

REMMEL MADE EDITOR

Succeeds J. A. Greene On Fort Wayne (Ind.) News-Sentinel

Arthur K. Remmel, of the Fort Wayne (Ind.) News-Sentinel, has been made editor following the recent death of Jesse A. Greene, for many years president of the News Publishing Company, and for 19 years editor of the paper.

Remmel served as acting editor since illness caused Greene's retirement six months ago.

Herbert R. Miller becomes city editor, and Robert L. Beard, assistant city editor. The Associated Press membership held by Mr. Greene has been transferred to Oscar G. Foellinger, general manager of the company.

Nashville Has All-Religious Paper

The "Church Chronicle" an all-religious weekly newspaper has been launched in Nashville, Tenn., the first issue appearing Oct. 20. It is an eight page, eight column newspaper and will be issued Saturdays. The slogan of the Chronicle is "All the News of All the Churches," and its editorial and business staff is announced as follows: H. D. Harkreader, publisher; R. B. Niese, Jr., editor; Phil J. Reilly, advertising manager; G. W. Clingham, circulation manager.

Spokane Bureau Nabs Ad Man

As a result of the efforts of the Better Business Bureau of the Spokane, Wash., Ad Club, H. A. Hanson was arrested in Okanogan and brought to Spokane for trial after having sold advertising contracts in Spokane, Chelan and Okanogan counties for an Auto Tourist Guide which, it is alleged, never was published.

Corbett of London, to N. Y. Times

Howard Corbett, formerly manager of the London Times, has been made assistant rotogravure editor of the New York Times, succeeding V. W. Talley, who has been appointed rotogravure editor of the New York Herald.

LABOR EDITOR SENTENCED

J. B. McLachlan Charged with Seditious Libel in Canada

J. B. McLachlan, formerly managing editor of the Labor Herald, a union weekly published in eastern Canada, received a sentence of two years in the penitentiary at Dorchester, N. B., Nov. 3, for seditious libel.

McLachlan was accused of disloyal statements in speech and writing. He was convicted by a jury, after a change in venue was refused him. For many years, McLachlan was an officer in the United Mine Workers for the eastern Canada district, but was deposed recently by order of President John L. Lewis of Indianapolis, Ind., on the ground of being an advocate of communism. He made no secret of being an exponent of communism. Indications are that the sentence will be a forerunner of renewed trouble in the coal fields and steel mills of eastern Canada. However, the minister of justice will be asked to suspend the sentence, on the ground it was totally improper, and will lead to sabotage and disorder. Others equally as guilty as McLachlan have escaped entirely, it is declared.

AUTHORS AND EDITORS FROLIC

League Holds Annual Dinner in New York November 1

Publishers, editors, authors, actors, and literary agents gathered for the annual dinner of the Authors' League of America at the Waldorf Hotel, New York, Nov. 1. More than 500 were present.

Joking accounts of the affair were printed in the metropolitan dailies of the next morning. In one newspaper, prominent members of the various professions represented were reported as answering questions such as "Why do editors hate authors?", "Why do publishers commit suicide?", "Why do actors want to strangle playwrights?", "Why do literary agents often kill their parents and their children?", and "Why do newspaper editors go insane?"

Frederick Roy Martin, general manager of the Associated Press, was made to answer the last question on the list with the remark:

"Because they persist in seeking the truth."

Oregonian Sponsors Spelling Contest

The Portland (Ore.) Oregonian is conducting a city-wide spelling match among the public schools of that city. The larger schools have formed a spelling league of 192 teams, representing the four upper grammar grades. These teams will participate in a tournament and the Oregonian will award banners to the district winners and city winners in each grade and finally to the championship team that wins out over all others. At the same time each of the schools will name its best individual speller and watches will be presented to the nine best. The smaller schools will have a tournament of their own.

Chicago Trib Cafeteria Cost

Employes who have eaten at the Chicago Tribune cafeteria on St. Clair street apparently have got their money's worth. It has cost the company just about $1,000 a month to provide the people in the plant a restaurant where they may buy good food in clean surroundings. Frank Waters, of the Medill Council, which is handling the lunchroom job, shows a loss to the company of $6,078.61 for the first six months' operation. The total revenue for the period was $45,024.

Adler Dines Rural Staff

Thirty out-of-town correspondents for the Davenport (Ia.) Times were guests at a luncheon, Oct. 27, at the Hotel Blackhawk. E. P. Adler, publisher, presided and gave a brief talk. Improvement of the country news service was the principal topic.

NOVEL IDEA BROUGHT RURAL NEWS GRATIS

Every Country School Pupil Made a Correspondent Through Teacher Co-operation—Circulation Gains Noted

By Anton M. Pfiffner

Editors and newspaper managers in every section of the United States need not be told that the greatest builder of mail circulation in rural communities is "country correspondence."

All kinds of fun is poked at the newspapers that print a two line article informing the public that "John Jones is painting his barn red," but the publisher after circulation knows that that item pleases "John Jones" and is read with interest by all the farmers in "John Jones'" neighborhood.

A well organized correspondence system can be arranged easily and with slight cost to any newspaper, if the proposition is handled carefully.

There is a daily newspaper, printed in a Wisconsin city of 12,000 inhabitants, with a circulation above 3,700 which has nearly 100 correspondents located in every corner of the county in which it circulates. It has practically every family in the city of publication as a reader, and its rural circulation is growing by leaps and bounds. And the most interesting feature about the corps of correspondents—to the managing editor—is the fact that not one cent of salary is paid to any of them. The only cost is the supplying of the paper and stamped and addressed envelopes to the correspondents. They supply the news. Two and three columns of live, readable rural and village news is carried by this paper daily.

How, we can hear weary publishers ask, in the world can this be done? Easily. This newspaper has a corps of reporters bigger than any other newspaper in the world, perhaps, for every school child in nearly every rural school in the county of 30,000 people is a gatherer of news, really a reporter, for he has opportunity not only to find the news, but to write it.

The county superintendent of schools in that particular county, a progressive and up-to-date young woman, wanted a daily newspaper, preferably the county seat daily, in every district school in her county. She had appealed to district boards of education, in many cases, in vain. Some few districts had subscribed to the county seat daily.

Her problems came to the attention of the publishers of the county daily. The opportunity was grasped. The paper approached the superintendent with this plan: "We will place a copy of our paper in each rural school in the county, free of charge," said the paper to the school head, "if each rural school, in turn, will supply us with a news letter each week containing the items of interest in the district. We will also supply stamps and envelopes." The idea was approved by the superintendent. She realized that the pupils in the upper grades of the rural schools could get no better training in language and grammar than could be gained in writing of actual happenings.

As luckily happened, a county convention of rural teachers, held each fall in this locality, was set for a few weeks ahead. The superintendent agreed to allow a representative of the paper talk to the teachers and promised to give her moral support to the plan.

A short explanatory article on the paper's proposition, with a detachable blank on which teachers were asked to write their names, the name of the school district and address, provided they wished to have their schools become correspondents of the newspaper and receive a daily copy of it, was printed and circulated at the meeting. The newspaper representative further explained the plan, gave a little talk on its benefits to the schools and finally asked the teachers to sign up. Only rural school teachers were asked to come in, for the paper had correspondents in the villages.

Probably 90 per cent of the teachers signed and their addresses and those of 80 rural schools went on the mailing list of the paper. A correspondents' style book was gotten up and mailed to each school, with a batch of stamped envelopes.

The paper finds that the news idea was gathered quickly by the teachers and pupils and letters came in immediately. The schools do not send the letters on any one day in the week, and so the news comes without fluctuation. As it is all material that can be set on the linotypes after "30" in the afternoon, it does not clutter up copy hooks nor prevent "must stuff" from being set.

In the middle of September this paper's circulation was about 3,100. In January it had passed 3,700, in spite of the fact that the principal crop in that section was a failure for the third successive season, and farmers were with little cash. And subscriptions continue to come in at the rate of from one to a dozen a day, from rural sections.

The news is written by the pupils under the supervision of the teachers. In most cases it is better than that of the village correspondents, for it is more legibly and clearly written. Personals, real personals, not the kind that say "Henry Smith's family took supper with the Jenkins Sunday," are plentiful. The pupils soon found out that visits of families within the district were not news. They were told so in the style book.

In order to make it more attractive, the stuff is closely edited. Standing heads such as "News from Shady Corners" or "Pumpkinville Personals" are tabooed. Instead, the most interesting item in the letter is started off, with a date line, using the name of the school district and town as: "Fleming District, Amherst, Jan. 4.—" Then follows the item, and it is given a breezy heading. These stories are followed by personals and less interesting news. With good heads these stories are carried on a country news page, and the material is found to interest not only country people but city readers as well.

The schools do not grow lax in their duty, for the greatest critics of their work are the residents in the districts. The people whose district school fails to send in the usual news letter see to it that the teacher hears of her failure and she is spurred to new energies. Rural entertainments and events of all kinds are featured, and each news letter contains rafts of the most interesting news of all to the small town paper—names.

The teachers like the plan, and the county superintendent is highly pleased with it. Farmers read the county page religiously and they are coming in with the subscriptions.

The schools, of course, close during summer months, but in this section most of them open the first of August to allow a "potato digging vacation" in September, so the news will come in without interruption for probably all but two months of the year, June and July. During those months the gap can be bridged by filling in with the writings of the regular correspondents.

The paper of which we write had built up its circulation in the city to the point where it could go no farther. It had started a campaign for rural subscribers that was meeting with fair success. When the school correspondence plan was in full operation, the publishers learned, to their joy, that country news handled in a newspapery way, brightly edited and well headed, is what rural readers want in a county paper. That is what is being given them, and a field of circulation that is almost unbounded is opened.

What was done in that city can be done most anywhere. The fact that Henry Smith is digging potatoes may be scoffed at by big city "humorists" as a news item, but it is vital news to the farmer. Henry, for all we know, may be doing a startling thing. His action may be agriculturally scandalous!

Burke Back in New York

John Burke, for many years a New York Herald executive under James Gordon Bennett, has become late night managing editor of the New York American. In recent months he has been in London for Universal Service.

OMAHA—

And its predominant newspaper

The WORLD-HERALD

The government estimate of the number of families in Omaha is figured on the basis of 4.3 persons to a family. A recent government estimate of population gives Omaha 204,382 or 47,530 families.

The latest government estimate of the population of Council Bluffs is 39,237 and the number of families is 9,570—Note the circulation table below and you readily see the reason for World-Herald predominance.

The World-Herald Circulation for October, 1923, as Compared With the Last Month of 1922

	Omaha	Council Bluffs	Suburban	Country	Total Daily	Total Sunday
October, 1923	47,521	3,604	14,115	34,882	100,122	97,911
December, 1922	39,155	2,874	10,857	27,966	80,852	80,715
Increases	8,366	730	3,258	6,916	19,270	17,196

The World-Herald's paid circulation in Omaha is 60% greater than the paid Omaha circulation of any other paper, daily and Sunday.

The WORLD-HERALD

O'Mara & Ormsbee, Inc., National Representatives New York — Chicago — San Francisco

UNIQUE SLOGAN AD CAMPAIGN BOOSTS "HELP WANTED" LINEAGE

G. N. Gundersen Conceives and Executes Drive for New York Telegram, Raising Classification from Zero to 9,000 Lines in Few Weeks—Convincing Copy Used

THE NEW YORK Telegram is today conducting a unique classified advertising promotion campaign intended to boost the "Help Wanted" lineage of that newspaper.

G. N. GUNDERSEN

Gilbert N. Gundersen, manager of classified advertising, conceived and is now executing the plan, which, having started some weeks ago, is now continuing with remarkable results already shown, and permanently manifested.

Before the drive was launched, the Telegram, although conspicuous in the New York field as a classified advertising medium never carried "Help Wanted" insertions. As much as a half page on one day has since appeared, and to date the newspaper has run a total of 2,000 individual help wanted ads, with a total lineage of more than 9,000—and in a comparatively short time.

Features of the campaign branding it as unique are:

No reference is made in the copy to other newspapers.

No reference is made to circulation.

The classified page of the newspaper is likened to a high class community.

The arguments are built on quality and the slogan adopted: "The Right Sort of People Respond."

Before putting the campaign in operation. Gundersen made tests, inserting "Help Wanted" advertisements in the Telegram and all other New York newspapers. Then he analyzed the answers. He found, he claims, that the average number who answered who could be hired, was greater from replies to his own newspaper than from any other.

This point led to conception of the slogan "The Right Sort of People Respond." It was made the keynote, the interrupting idea about which all the copy appeal was written.

Mailing lists were then prepared of all the leading employers of every line in New York City and surrounding suburbs. The list totaled more than 10,000.

First a very formal and dignified announcement was sent out in a plain envelope of high-grade quality. The announcement simply stated:

"Your attention is invited to the Evening Telegram's Employment Advertising Campaign. 'The Right Sort of People Respond.' Announcements appear daily in the Evening Telegram—New York's Evening Classified Medium."

The announcement was followed up by a letter, explaining the drive in detail, and informing the employer that a representative of the newspaper would call. Every week a letter was sent out. At the same time, advertising agencies and newspaper representatives were not neglected. They were similarly circularized. The letterheads all carried a cut of a man standing at a telephone, giving the impression of how easy it is to phone in wants. One illustration used on a letter-head was of a typical home-like community, with cozy houses, tree sheltered. The appeal was phrased:

"It's a good neighborhood—the Evening Telegram Help Wanted Section. The best employers rub shoulders on the high-grade classified pages of the Evening Telegram."

While the direct mail drive was in progress, a conspicuous advertisement was run daily in the newspaper. The copy was not of the competitive type. It was always brief and to the point. In straight-forward fashion the story was told.

Always, the keynote slogan was used as a basis.

One advertisement was headed: "Dependable People Answer Telegram Help Wanted Ads."

This lead was further enlarged upon in the following manner:

"The dependable sort of people—the kind every employer desires—answers the Help Wanted advertisements in the Evening Telegram.

"And it's easy to understand why. The high character of its classified columns attracts competent persons who read the announcements appearing in them.

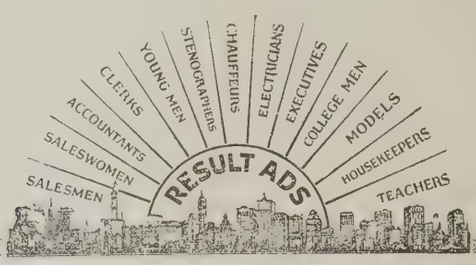
"The satisfactory nature of the response to Help Wanted Advertisements in the Evening Telegram makes it the advisable medium to employ."

A feature of the Telegram's campaign was a take-off on "The Inquiring Reporter" run daily in a box on page 1, carrying the comments of clients who had successfully used the classified columns.

Before the campaign started and every week since the outside representatives of the newspaper, the telephone organization, and the branch office managers have been kept supplied with the data sent out and quizzed on the arguments contained in them, so they could use them effectively in their own personal efforts at selling the idea.

Gundersen, who executed the drive, is a charter member of the Association of Newspaper Classified Managers. He was secretary and treasurer for four years, and is now vice-president.

He started his newspaper career in Fargo, North Dakota, and has been on newspapers in Missoula, Mont., Little Rock, Ark., and for seven years with the St. Paul Dispatch. Before coming to the Telegram he was two years with the Munsey organization in Baltimore.



The Sunshine of

Your Printed Appeal!

Result Ads in The Evening Telegram carry your message to New York's army of workers.

Like the sun's rays, they focus attention upon your Help Wanted needs as announced in The Evening Telegram, searching out those whose services your business requires.

The great value of Help Wanted announcements in The Evening Telegram is their power to secure desired quality of response for advertisers in search of high grade services.

The Right Sort of People Respond!

Telephone your ad to Cortlandt—8000—or leave it with one of our seven offices or 600 conveniently located agents.

The Evening Telegram

New York's Evening Classified Medium.

Copyright 1923.

Striking copy in one to four columns wide has been one line of attack in the New York Evening Telegram's self-conducted campaign for help wanted advertising. The above specimen was 156 lines on four columns.

Newspaper Ads Sell Used Cars

Automobile dealers employing advertising in newspapers in the sale of used cars sold three times as many automobiles and for higher average prices than did dealers who did not use advertising. How it was done will be a feature of the program scheduled for the monthly get-together meeting of the Newark, N. J., Automobile Trade Association, November 19.

Amarillo, Tex., Has New Daily

A new afternoon newspaper, the Amarillo (Tex.) Post, published by J. E. and J. L. Nunn, owners of the News, a morning daily in that city, appeared on Nov. 1. The Post carries the Associated Press and the International News leased wire service. A combination advertising and subscription rate has been adopted.

A World Record Established

The St. Louis Post-Dispatch of Friday, October 26, with SIXTY-FOUR PAGES, goes down in history as the Biggest Regular Single Run Daily Edition ever produced by any newspaper in the world.

Thus world leadership comes again to St. Louis, and to this city is accorded the distinction of being the home of the first daily newspaper to issue, without special edition features of any kind, 64 pages of News, Features and Advertising.

ST. LOUIS POST-DISPATCH

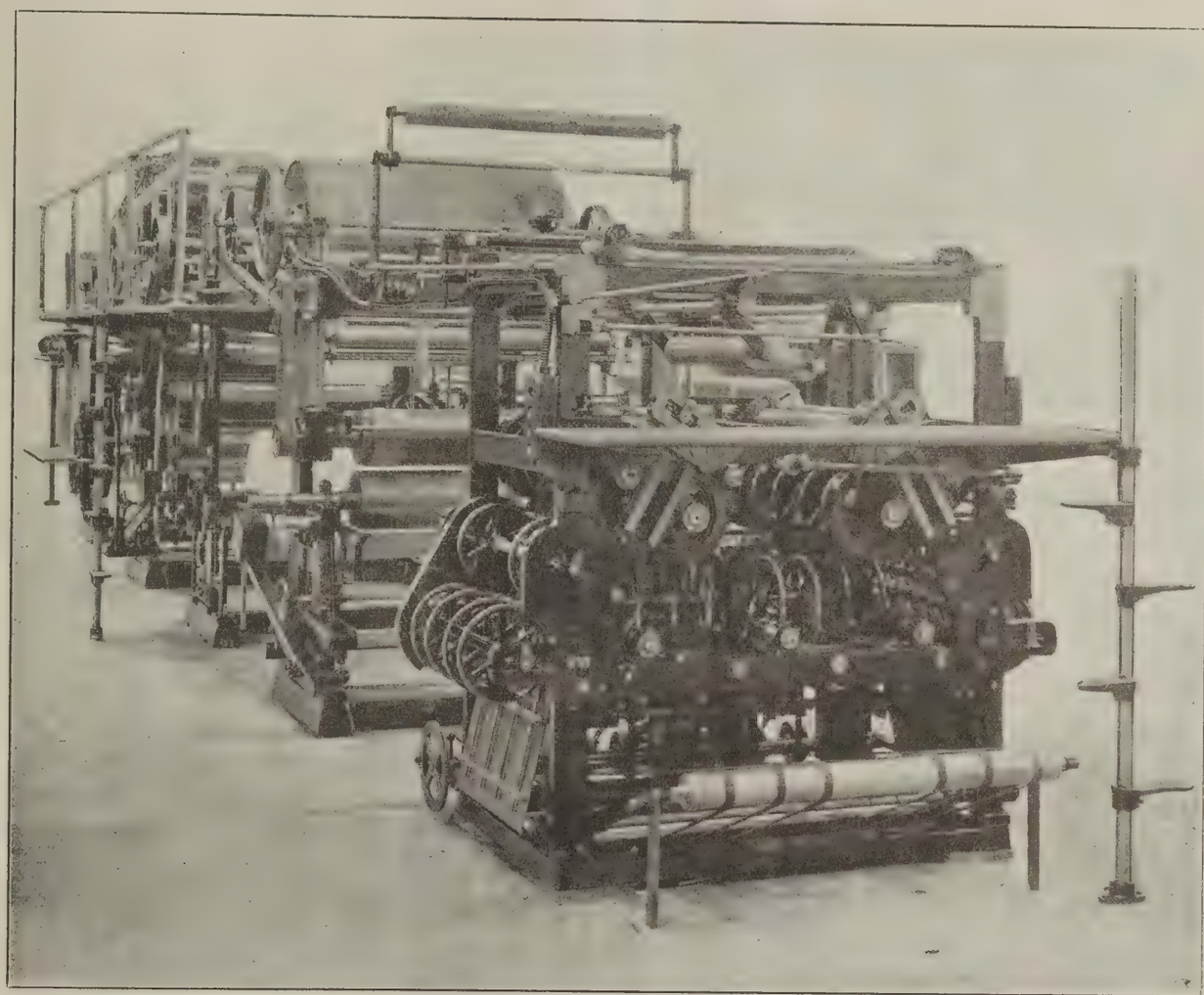
First in the world

Eastern Advertising Office: World Building, New York
Western Advertising Office: Mallers Building, Chicago
Detroit Office: Ford Building
Kansas City Office: Graphic Arts Building
San Francisco Office: 520 Hearst Building
Los Angeles Office: Title Insurance Bldg.
Seattle Office: Securities Bldg.

MUST YOU LOSE MONEY RELEASING YOUR PICTORIAL SUPPLEMENT?

Let us show you how your photo-engraving department and pressmen can produce your own high grade

ROTOGRAVURE PICTORIAL SUPPLEMENTS



QUICKEST TIME - SIMPLEST OPERATION - LOWEST COST

SO YOU CAN:

—give your local and national advertisers late closing date,
—print the latest news pictures **while they are news,**
—control the policy of your supplements, same as the rest of your paper,
—save time and money in handling,
—secure **real** "Rotogravure."

REFERENCES:

Boston Herald—
Mr. Preston.
Atlanta Journal—
Mr. John Brice.
Los Angeles Times—
Mr. J. Baum.
New York Times—
Mr. Hart.
New Orleans Times-Picayune—
Mr. Conrad.
Brown & Bigelow, St. Paul—
Mr. Kristofek.
Chicago Rotoprint Co.—
Mr. Alfred Geiger.
Regensteiner Colortype Co., Chicago—
Mr. Regensteiner.
Rotoprint Gravure Co., New York—
Mr. John Zaugg.
La Presse, Montreal—
Mr. Lionais.

The Best Printed Supplements Are Rotogravure

OUR MACHINES, OCCUPYING SMALL SPACE, PRINT:

4-, 8-, 16-pages, standard size,

8-, 16-, 32-pages tabloid size at great speed.

WRITE - 'PHONE - WIRE

WARNING:

Only those supplements printed with genuine ROTOGRAVURE machinery may be called

ROTOGRAVURE

The following trade marks identify genuine ROTOGRAVURE:

Printed Matter:

TRADE MARK Rotogravure REG. U. S PAT. OFF.

Ink: TRADE MARK Rotogravure REG. U. S PAT. OFF.

Machinery: TRADE MARK ROTOGRAVUR REG. U. S. PAT. OFFICE

THE BIDART MACHINERY CORPORATION, 513-525 W. 26th St., New York, N.Y.

BUILDERS OF COMPLETE ROTOGRAVURE EQUIPMENT

MEMBER ASSOCIATED PRESS MEMBER A. B. C.

Do You Like to Be in Good Company?

Here are just a few of the important National Advertisers using space regularly in The Christian Science Monitor:

Swift & Company
Pepsodent
Nucoa
Naiad Dress Linings
Lea & Perrins' Sauce
Merode Underwear
Novo Engine Company
Morse Chocolates
Armand Cold Cream Powder
Aunt Jemima's Pancake Flour
Carbona
Vital Vacuum Cleaner
Riddle Lighting Fitments
Sanitas Wall Covering

Banks and Investment Houses

Dillon Read & Company New York
Old Colony Trust Co. Boston
Alexander Brown & Sons Baltimore
Lee, Higginson & Co. Boston
Illinois Trust & Savings Bank, Chicago
Union Trust Company Cleveland
Kidder, Peabody & Co. Boston
The Hellman Bank Los Angeles

Automobile Manufacturers

The Willys-Overland Co.
White Company
Reo Motor Car Company
Ford Motor Company

Railways, Steamship Lines, Tours

Cunard Anchor Lines
Holland America Line
French Line
Los Angeles Steamship Co.
United States Shipping Board
United Fruit Company
Thomas Cook & Sons
Union Pacific
Rock Island
Wabash Railway
Santa Fe Lines
Chicago, Milwaukee & St. Paul Ry. Co.
International Mercantile Marine
Raymond & Whitcomb

Hotels and Resorts

Plaza, New York
Bowman Hotels, New York
Copley Plaza, Boston
Hotel Belgravia, London
Linnard Hotels, California
Hotel Cleveland, Cleveland
Blackstone and Drake Hotels, Chicago
Chicago Beach, Chicago
Canadian Pacific Railway Hotels
Florida East Coast Railway Hotels

Ask these advertisers why they are in the Monitor, and they will tell you it is because this International Daily Newspaper returns dividends on advertising investments.

THE CHRISTIAN SCIENCE MONITOR

Published in Boston and Read Throughout the World.

Branch Advertising Offices in New York, London, Chicago, Cleveland, Kansas City, San Francisco, Los Angeles, Seattle

CLAIMS SPACE BASIS CAUSES MAIL DELAY

Merchants' Association Says Present Method of Fixing Railroads' Pay is Hard on Publishers—Report Explains System

The "space basis" for determining the pay of railroads for mail transportation was held responsible for serious delays and uncertain deliveries of newspapers and magazines in a report prepared by the Merchants' Association, New York, for a committee investigating mail service in connection with the Chamber of Commerce of the United States.

The report, made public this week, declares the Post Office Department's handling of second class mail has made it "increasingly difficult and to a large extent impracticable" for publishers of newspapers and magazines to distribute their products in a manner satisfactory to their patrons or themselves.

Prior to Nov. 1, 1916, it explained, the roads were compensated on the basis of weight carried per mile, per annum.

The space basis was started in 1916 at the request of the Post Office Department, which insisted the roads had been overpaid $10,000,000 a year, the report continues. But instead of obtaining any advantage, it was found the Government "would be required to meet a greatly increased expenditure if it maintained the same service as was provided under the weight basis."

To save such extra expense the department reverted to the "distributing Post Office system" of 75 years ago and established terminal railway Post Offices at various places throughout the country, where the mails are now distributed in part and forwarded in storage cars for rehandling and reforwarding "until finally delivered at destination with much uncertainty, delay and irregularity."

Distribution of mails by postal clerks in mail cars en route was withdrawn wholly or in part on many trains, the report says. While there has been a reduction of more than 25 per cent of the mail trains operated under the weight basis and a reduction of more than 28 per cent in the annual miles of railway Post Office service, the annual cost of mail transportation increased from $62,244,677 to $91,366,000 between Nov. 1, 1916, and June 30, 1922, the report stated.

PROTECTIVE BUREAU MEETS

Lauds Chicago Papers for Refusing Fraudulent Stock Ads

Chicago newspapers have saved citizens of the city millions of dollars during the past few years by rejecting advertisements of fraudulent securities, according to Benjamin F. Taylor, a director of the Advertisers' and Investors' Protective Bureau, Inc., who spoke at that group's annual meeting in Chicago.

"During two and one-half years of the bureau's existence advertising copy describing more than $13,000,000 worth of oil, mining and other questionable securities has been turned down by Chicago newspapers," Mr. Taylor said.

"There is no question that these newspapers have the cleanest financial pages in the United States. The public should have a high appreciation of their care in protecting the savings of their readers."

Judson F. Stone was elected president of the association for the coming year. Other officers named were: Robert Stevenson, Jr., vice-president; Frank F. Winans, treasurer; Howard Van S. Tracy, secretary, and A. G. Davis, assistant secretary and manager.

Quebec Chronicle Reaches 75th Year

In commemoration of the 75th anniversary of its existence as the Quebec Chronicle, that paper issued a special anniversary number on Oct. 29. The paper is a lineal descendant of the Quebec Gazette, which was founded in 1764 and for some 50 years enjoyed official status as a government newspaper.

ANOTHER NEW PEAK RISES IN NEW YORK WITH OCTOBER ADVERTISING

OCTOBER advertising set a new peak for New York newspapers, fifteen papers listing a total of 16,466,140 agate lines. The highest previous total, which included two papers not contributing to the present record, was 16,105,000 agate lines, made last October. Despite five Sundays in 1922 against four in 1923, the total gain of this October over last was 595,178 agate lines, or about 3.5 per cent. The figures, compiled by the New York Evening Post Statistical Department, follow:

Pages 1923	Pages 1922		Percentage of total space	1923	1922	Gain	Loss
1,304	1,270	American	8.5	1,408,092	§1,093,872	314,220	.....
1,182	1,278	Brooklyn Eagle	9.4	1,555,462	1,502,974	52,488	.....
634	570	Brooklyn Times	2.9	461,164	326,040	135,124	.....
1,268	1,080	*Evening Journal	9.5	1,567,228	1,187,118	380,110	.....
658	536	*Evening Mail	4.8	798,620	579,432	219,188	.....
554	510	*Evening Post	2.5	407,250	346,740	60,510	.....
636	606	Evening Telegram	4.6	752,064	639,008	119,056	.....
726	730	*Evening World	5.3	870,004	834,958	35,046	.....
....	608	*Globe	...	.....	753,302	.....	.....
1,022	1,154	Herald	6.5	1,066,654	1,240,434	.....	173,780
1,088	912	News (Tabloid)	3.0	495,346	329,318	166,028	.....
664	714	Standard Union	4.7	782,918	792,610	.....	9,692
862	704	*Sun and Globe	7.5	1,231,822	‡961,796	270,026	.....
1,618	1,708	Times	14.8	2,438,942	2,504,096	.....	65,154
1,040	1,040	Tribune	5.9	970,456	952,746	17,710	.....
1,254	1,416	World	10.0	1,654,118	1,826,518	.....	172,400
14,510	14,836	Totals	...	16,466,140	15,870,962	595,178 Net Gain	.....

*No Sunday edition.
§50,490 lines American weekly not included.
‡Sun and Globe combined, June 4, 1923.

	1923	1922	1921	1920	1919	1918	1917
American	1,408,092	1,093,872	1,056,762	1,031,432	1,103,590	810,446	905,416
Brooklyn Eagle	1,555,462	1,502,974	1,409,590	1,277,986	1,166,432	821,327	875,997
Brooklyn Times	461,164	326,040	336,808	382,564	†.....	†.....	†.....
Evening Journal	1,567,228	1,187,118	1,081,276	1,028,202	1,085,464	748,435	780,793
Evening Mail	798,629	579,432	590,152	607,106	582,890	377,208	524,798
Evening Post	407,250	346,740	411,884	533,542	432,783	362,248	340,848
Evening Telegram	758,064	639,008	601,478	623,894	852,996	726,670	738,322
Evening World	870,004	834,958	854,040	947,318	979,192	579,158	598,337
Globe	.....	753,302	718,454	765,398	981,850	624,960	581,227
Herald	1,066,654	1,240,434	1,167,942	1,285,416	854,692	663,226	678,857
News (Tabloid)	495,346	329,318	324,884	209,570	.....	.....	.....
Standard Union	782,918	792,610	657,726	787,566	741,550	591,545	556,887
Sun & Globe	1,231,822	961,796	789,506	870,724	985,036	599,857	582,014
Times	2,438,942	2,504,096	2,154,542	2,234,254	2,084,150	1,289,726	1,254,096
Tribune	970,456	952,746	940,708	1,033,188	886,774	487,220	440,205
World	1,654,118	1,826,518	1,405,766	1,682,738	1,692,936	1,445,486	1,337,110
Totals	16,466,140	15,870,962	14,501,518	15,300,898	14,430,335	10,127,512	10,194,907

†Figures not recorded.

The PONY AUTOPLATE MACHINE *with Cooler*

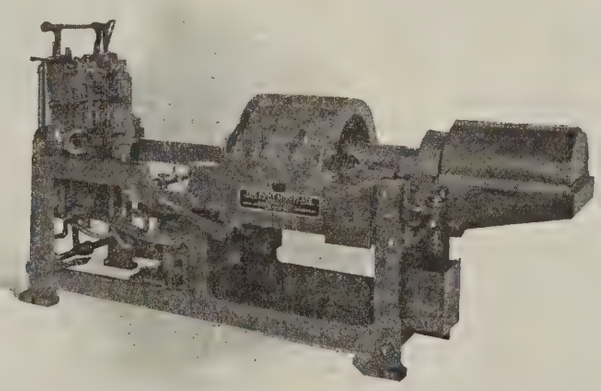
may be purchased under the following

TEN PLANS

OO	$5,300	in cash with order													
O	5,400	in cash before shipment													
A	5,500	in cash upon receipt of machine													
B	1,000	in cash upon receipt of machine, and balance in								3	monthly	payments	of	$1,500.	each.
C	1,000	"	"	"	"	"	"	"	"	6	"	"	"	750.	"
D	1,000	"	"	"	"	"	"	"	"	9	"	"	"	500.	"
E	1,000	"	"	"	"	"	"	"	"	12	"	"	"	375.	"
F	1,000	"	"	"	"	"	"	"	"	15	"	"	"	300.	"
G	1,000	"	"	"	"	"	"	"	"	18	"	"	"	250.	"
H	1,000	"	"	"	"	"	"	"	"	20	"	"	"	225.	"

With interest @ 6% per annum upon deferred payments.

Your purchase plan need not be selected, unless it be OO or O, until the machine reaches you.



The PONY AUTOPLATE is a compact and fully motorized machine, which is shipped as a unit and may be set up and put instantly to work by your stereotyper. It casts, shapes, shaves, trims, and cools the plate, delivering it dry, and ready for press.

As the AUTOPLATE inventions are thus brought within the reach of every budget, the one or two press newspaper plant may now have as thoroughly efficient a foundry as has the metropolitan daily, which everywhere depends upon the AUTOPLATE machine for its printing plates.

Write for particulars.

WOOD NEWSPAPER MACHINERY CORPORATION

501 Fifth Avenue, New York City

"TIE-UP" COPY DRAWS FOREIGN ACCOUNTS

Strengthens Manufacturer's Message To Local Market By Answering The Reader Question: "Where Can I Get It?"

By T. J. Young
(Merchandising Department, Philadelphia Public Ledger)

Are newspaper publishers cashing in on "tie-up" advertising possibilities on national accounts to the full?

True, many wide-awake advertising managers have given considerable attention to this field, yet more of their brethren have either ignored its possibilities or have not analyzed them.

The sellers of newspaper space are continuously driving home, in a tangible manner, too, the power of the newspaper to deliver sales action almost overnight at low cost; the attitude of the dealers to the products advertised in their local newspapers and the co-operation the newspapers have to offer. I believe, however, that considerable more business is coming from the national field into those newspapers which are equipped to go out after tie-up copy from local outlets.

Tie-up advertising is applicable to various types of national advertising, as a careful survey of the field will show to any advertising manager who will give it a half-hour's study. Many manufacturers and agencies are today placing business only with newspapers that show them that they will go after tie-up copy in the local fields. Others, not specifically requesting it, are quick to appreciate its value when it is secured. Tie-up advertising strengthens the manufacturer's message to the local market because it adds that local touch which means much and gives prompt answer to the interested reader's mental query, "Where can I get it?"

Have you ever noticed Victor, Columbia, Sonora and Brunswick dealers tie-up to the house's advertising in local newspapers? Scan a few of your exchanges and mark how the local retailers in many cities tie-up on "American Beauty" electric irons, that is if the dealers in your town are not doing it. The same goes for "Hotpoint," "Universal" and other household electrical appliances. McFaddin & Co. makers of "Emeralite" Lamps don't overlook its possibilities and George W. Rowell, advertising manager of the Heywood-Wakefield Company could quickly convince a lot of manufacturers and newspaper advertising managers of its worth.

Make note during the approaching Christmas season of the dealer tie-up copy on the local newspaper advertising of such well-known mechanical and electric toy manufacturers as A. C. Gilbert & Co., Ives Manufacturing Company, and Lionel Corporation.

Tie-up advertising is done to a heavy extent in the automobile tire field and, to some extent, on auto specialties. The automotive accessory field offers splendid opportunities. Pick up a copy of a good automobile trade journal and check off some of the accessories that look good to you as a car owner and figure the increased sales you think you could produce if that manufacturer would use local newspapers and you lined up some of the better accessory dealers to tie-up.

An outstanding example of the value of tie-up advertising may be gained by a glance on the newspaper page carrying "Educator" shoe advertising. In several sections of the country the Rice & Hutchins wholesale distributors get out a letter to the "Educator" dealers within their territory urging them to tie-up to the national copy in the local newspapers and gave the dates on which copy is scheduled. The dealer list is turned over to the newspapers which are to carry the advertising.

The National Coffee Trade Publicity Committee, through their agency, asked newspapers scheduled for their advertising to try and have local coffee roasters and such national advertisers as may be placing advertising with them to tie up with the association copy on the same page.

We could cite a lot more real instances of the value of the tie-up to all concerned. These few examples suffice to show the opportunities for increased lineage and increased revenue. Increased lineage and revenue are not confined to what may be actually secured on the tie-up, but are through the assurance of a renewal of the national copy later, a renewal that has been earned by the effort expended to make the previous schedule pull stronger.

Many newspapers are now putting at least one man to work exclusively on tie-up advertising, usually a young chap with some knowledge of the national field and an understanding of the relation of the dealer to the branded product. A live young fellow of this type is more than self-supporting and should show a profit in good-will which, while not showing on his weekly reports, will be evident in the increased business coming in from the national field.

PLAIN DEALER AIDS EMPLOYEES

Inaugurates Loan System for Home Building Purposes

The Cleveland Plain Dealer, which more than a year ago joined with its employees' mutual benefit association, in providing for life insurance for association members at 25 cents a month, has gone another step forward. An arrangement has been made whereby the Plain Dealer Publishing Company will aid employees in financing the purchase of homes. Of course an employee seeking the co-operation of the newspaper, must first show his ability to be a saver. The plan has already enabled several employees to purchase homes.

Explaining the paper's position, general manager George M. Rogers said:

"First of all, the employee must have some money of his own to put into a home as evidence that he is an accumulator. The company will help him to obtain a first mortgage at his bank and the Plain Dealer will then finance the second mortgage."

Application is first made to the production board composed of heads of the mechanical departments, through Robert Ashby, superintendent of employment. If the loan is considered safe, the application goes to the Plain Dealer's directors, and, if the application is approved, the necessary mortgage note, insurance policies, etc., are drawn, and a check given the applicant to be repaid in quarterly installments, including interest at 6 per cent.

ACTOR USES HEADLINES

They Are Sure-Fire Laughs, Says Harry Steppe, Vaudevillian

Harry Steppe, vaudeville actor, recently showing at Omaha, uses the general run of newspaper humor in his lines. "The source of popular stage humor is the newspaper and the surest way to create a laugh is to exploit matters of popular interest," said Steppe. "I read newspapers constantly and I find an endless stream of humor and its ever present companion, pathos.

"A man comes home tired from his work, sits down and glances at the headlines. His imagination is caught with an article: '3 000 Cases Confiscated off the Jersey Coast.' He forgets all about the article and dresses; goes to the theater. Twenty minutes later I come out and make a humorous remark anent '3,000 Cases Confiscated off the Jersey Coast.' Immediately the man bursts into a laugh."

SARETT ADVISES WRITERS

Tells Medill School Students Three Ways to Success

There are three ways for a writer to transform an avalanche of rejection slips into a blizzard of acceptances, according to Lew Sarett, professor, poet and voyageur, who spoke before the Medill School of Journalism.

They are: 1. Write what the public wants. 2. Write what it doesn't want. 3. Write what you want.

"As for number one," Prof. Sarett said, "do you want it? Then write about the things it is thinking most about—sex, something to eat, and self. Write for it. It's a big public and it pays, but when you die—you'll be dead. All the stuff you've written won't be worth the powder to blow it up.

"As for number two, the reward? You'll be numbered among the 'sophisticates.' You'll be cousin—maybe only second cousin—to George Bernard Shaw. At the end of the chapter you won't have much money, but you'll have dynamited out a lot of smugness.

"Public number three is a real people. Cut away from superstition and tradition—all the kinds. Still, again, you will not die rich, but when you die you will leave to other writers a certain tradition of integrity of the soul."

Wheeler Won't Drop Syndicate

John N. Wheeler, who has been announced as editor of the Chicago Tribune's Coloroto Weekly, will also continue as directing head of the Bell Syndicate.

MAT SERVICE

7 or 8 Columns — 20" or 21"

COMIC PAGES

1. SLIM JIM—an all-action Kid Comic. 4-3-2 colors or black only.
2. KELLY KIDS—a funny-family Action Comic. 4-3-2 colors or black only.
3. THE VAN LOONS—a real "Home Life" Comic. 4-3-2 colors or black only.
4. TERRY AND TACKS—Laughable antics of a kid and his Parrot Pal. 4-3-2 colors or black only.

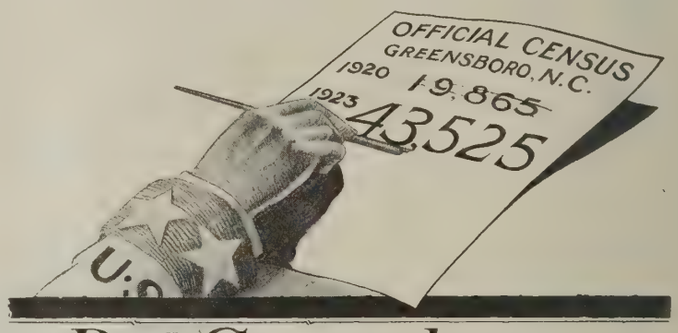
FILLER PAGES

1. Fashion Chat—Home Craft Page
2. Children's Page
3. Movie Page
4. Magazine Pages (A) (B)
5. Housewifely Wisdom Page
6. Fiction Page
7. Black and White Page (comic strips, singles, etc.)

7 or 8 columns, 20" or 21"

Write for Proofs and Prices—Today

The World Color Printing Co.
Est. 1900 R. S. Grable, Pres.,
St. Louis, Mo.



Put Greensboro where it belongs - in the 50,000 class

GET rid of the notion that it is an overgrown village of 19,861, the population figures accorded it in 1920. Put it in the 50,000 population class—and rank it with the South's best in progressive leadership, aggressive enterprise and industrial opportunity. Follow this series of advertisements and know WHY.

On March 15, 1923, Greensboro's antiquated boundary lines were extended from the narrow restrictions of four square miles to include the thickly populated suburbs that had been cut off by an imaginary line. In the new area of 16.9 square miles, a NEW OFFICIAL U. S. CENSUS COUNT, announced on April 29, 1923, showed a population of 43,525.

This increase is not, by any means, the result solely of extended limits. Authentic records for the past six months show that an average of two families daily is being added to Greensboro's population—a rapid growth that is not abnormal when conditions here are understood.

In 1920, Greensboro was the center of a 50-mile radius that counted a population of 531,000 people, U. S. Census figures. Today, conservatives estimate the population in this, "The Best of Circles," at upwards of 600,000. And, for many reasons that will be set forth in this series, this wonderfully rich region—with Greensboro as its Industrial Capital, its natural distributing and marketing center—offers the greatest possibilities for market development of any like territory in the South.

THE GREENSBORO DAILY NEWS IS THE DOMINATING NEWSPAPER IN THIS WEALTHY TERRITORY.

The Only A. B. C. Newspaper in Greensboro

You cannot cover the South without North Carolina; and you cannot cover North Carolina without the

GREENSBORO DAILY NEWS

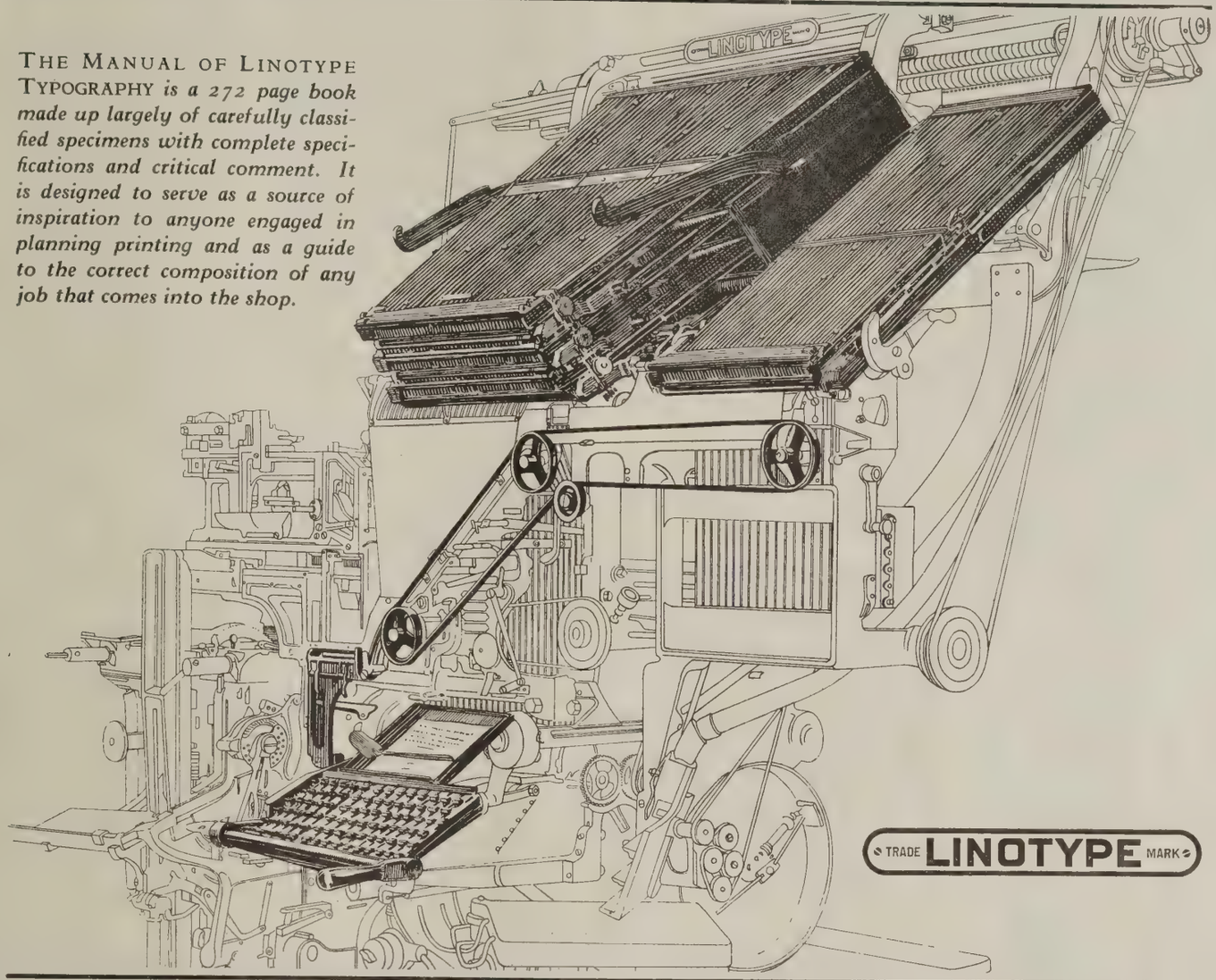
Average Net Paid Circulation for Six Months Ending Oct. 1, 1923

DAILY 21,530 — SUNDAY 29,30

Representatives: Cone, Hunton & Woodman — George M. Kohn, Inc.

Set it on the Linotype—The Manual Shows How

THE MANUAL OF LINOTYPE TYPOGRAPHY *is a 272 page book made up largely of carefully classified specimens with complete specifications and critical comment. It is designed to serve as a source of inspiration to anyone engaged in planning printing and as a guide to the correct composition of any job that comes into the shop.*



The Single Keyboard Model 14

has many features of construction that make it particularly adaptable to book and job work which requires a variety of faces and sizes:

Three Magazines and a Wide Auxiliary.
All Operated from One Power-Driven Keyboard.
Any Magazine Changed in a Few Seconds.
All Magazine Handling from Front of Machine.
Split Magazines in Any or All Three Positions.
All Magazines Changeable Without Disturbing Auxiliary.
Sold as a One-, Two-, or Three-Magazine Machine.

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS CANADIAN LINOTYPE LIMITED. TORONTO

Agencies in the Principal Cities of the World

Border: Matrix Slides, 3 point No. 406; 5 point Nos. 251 and 506; 6 point No. 1372.

Composed entirely on the LINOTYPE *in Benedictine*

"ON-TO-BRITAIN" MOVEMENT SPEEDED AT YORKSHIRE PUBLISHERS' BANQUET

Record Gathering of Business Men in Heart of British Woolen District Under Aegis of Yorkshire Observer Spreads Enthusiasm for 1924 Meet

By HERBERT C. RIDOUT

(*London Editor,* EDITOR & PUBLISHER)

AMERICANS need not feel that their interests next year at the Advertising Convention in Great Britain will be centered solely upon London, if the banquet held in Bedford on Wednesday, Oct. 24, can be taken as an indication of the enthusiasm to be awakened throughout the whole of the country.

The banquet was arranged by H. C. Derwent, general manager of the Bradford Daily Telegraph, and Yorkshire Observer, who was a delegate at Atlantic City in June last, and it was the largest thing of its kind yet done outside of London.

In addition to a hundred or more of Yorkshire business men including the Bishop of Bradford, J. T. Carr, care Advertising Service; S. B. Clarkson and W. Jowett, Jowett Motor Company; J. R. Clayton, Leeds Advertising Agency; A. Collinson, Collinson's Advertising Agency; F. W. Crabtree, Yorkshire Evening News; Raymond Derwent, Nottingham Daily Journal, etc.; G. L. Fleming, American Vice-Consul; Arthur Grime, Yorkshire Post; Edward Haley, Messrs. Joshua Marshall & Co., Ltd., piano merchants; Stuart A. Hirst, C. E. Fulford Medical Preparations; A. Longbottom, Standard Motor Company; Sir Harold Mackintosh, Mackintosh's Toffee; Ernest Morison, Morison's Hull; Arthur S. Porter, Liverpool; Rayner Roberts, Batley News; F. Shoesmith, Fairy Dyes, Glasgow; G. E. Stembridge, Sheffield Daily Telegraph; J. Courtman Stock, Courtman Stock Advertising Service. Mr. Derwent had arranged for the following visitors from London: John Cheshire, S. W. Crawford, H. Rea Fitch, EDITOR & PUBLISHER, Thos. McDougall, Gordon Ralston, S. Bernard Smith.

Sir James Hill, chairman of directors of the Bradford Newspaper Company, Ltd., presided.

Sir Arthur Marshall proposed "The Advertising Clubs of the World." He made some entertaining allusions to the visit of the British advertising men in America, and declared that he thought he could already see in English advertisements some "pep"; the "big noise" had apparently arrived. (Hear, hear.) Certainly in the record of the visit there were words in the headings that he had never heard in his life. (Laughter.)

From a psychological point of view advertising was one of the most interesting phenomena in modern life. An amount of understanding was displayed by those engaged in it which almost passed credulity. In the old days people found adventure by going into the far parts of the earth in quest of great things. Now people had to look for the satisfaction of the spirit of adventure in another direction. They found it still in the world of commerce which still, as we know it today, presents to the adventurous heart its opportunities. Men put their fortunes to the test; some succeeded, some failed. And they had found the wonderful effect which could be achieved by the intelligent use of advertisements. What struck him as a miracle was the multiplicity of things which advertisers persuaded the public were absolutely necessary.

But civilization was continually discovering new needs and the satisfaction of them. And one thing was true of advertising; the cleverest advertisers and the cleverest publicity could not deceive the British public or any other public. They had to have something good. (Hear, hear.) In the long run they had to be truthful. It was as well that we English people were the first commercial people to recognize that honesty was the best policy.

Let them make up their minds that they were not merely creating numerous desires, but that they were contributing to the happiness and well-being of the human race, by developing resources which were wihin the compass of ordinary men and women that encouraged productivity and effort and honest toil, and which weaved society into one complete whole by bringing in all those different threads of individual capacity, each in his own way contributing his share to the common stock.

He wanted the English people to become in all their international relationships great advertisers of the great good they believed in and cherished. (Applause.)

"Don't let us be afraid," said Sir Arthur, "of speaking well of what we wish to prosper. Don't let us be afraid of witnessing to our faith."

Bradford had a magnificent reputation in the world, because Bradford had concentrated its untiring efforts on producing one of the finest goods that could be made.

"I don't think it makes quite enough of it," he remarked, "and I hope it will make more fuss, and I hope every part of the community that has a specially good article will not brag about it, but declare its faith in it, and say I have produced something valuable to the world; let them stand up and take notice of me; I am proud of what I have done and I have made some contribution to the world's good by doing it." (Applause.)

John Cheshire, replying to the toast of "The Advertising Clubs of the World," delivered a few thoughts on the International Advertising Convention to be held at the British Empire Exhibition, Wembley, between July 14 and 19 next.

Mr. Cheshire went on to describe the simply wonderful reception the delegates had in America. They were received by the late President (it was touching to think that that kindly man had now passed over, said Mr. Cheshire) they were given the freedom of New York, motor cars and stenographers were placed at their disposal, they were feted at dinners and theatres, and altogether had such a marvellous, and strenuous, time as they on this side of the Atlantic could scarcely hope to emulate. But they would try to observe the best standards of British hospitality, and he thought that, after all, this was what Americans would appreciate.

The Thirty Club of London felt that the carrying through of the convention next year was one of the biggest jobs ever attempted in the country by advertising interests, and in order to do it, they had secured the co-operation of every society, association and club representing advertising and newspaper interests, and they were seeking the additional assistance of the various Chambers of Commerce and business interests generally. Most organizations had delegated three of their members to form one big general committee for the purpose of conduct and control. From this big committee was formed an executive council to control sub-committees dealing with the various interests.

The result of the convention would be, he hoped, that advertising in this country would gradually take a definite shape in the way of forming a sound basis, by organizing itself in such a way that the profession would in course of time, be carried to a very much higher plane, in addition to which it would be the object of all organized interests to secure more public confidence and to encourage the slogan of the Advertising Clubs of the World, "Truth in Advertising." It was an excellent slogan. He was sorry for the man who handled an article in which he had no confidence. He was confident that any mis-statements would eventually come home to roost.

At the convention in London it would be the aim of the organizers to promote an international atmosphere, and already Belgium, Sweden, Holland, France and Spain had organized sub-committees to bring over to London as many delegates as they possibly could. The Colonies were also bringing over large numbers of advertising men, so that the program would have a world interest, and its fruit would be discussions on advertising and selling problems as they affected the world, and the atmosphere would be one of cementing international relationships. The British delegation had already prepared the way for the laying of the foundations of closer understandings between England and America, and it was hoped that the fruits of their work would be garnered next year. The speech of E. T. Meredith at the reception dinner in New York was a wonderful thing. We were fast forgetting the sorrows and troubles of the war, and with Britain and America, now the two most powerful commercial nations on earth, standing shoulder to shoulder, further war should be next to impossible.

Speaking of other benefits which would accrue from the convention, Mr. Cheshire said that it would mean better business if people engaged in advertising. As an advertising man he was quite confident that the attention of the manufacturing firms of this country had not been sufficiently directed to the importance of advertising as an ally, and as a result of the publicity which the convention would receive he expected that these firms would realize more that advertising was necessary to any progressive business.

"We want to inculcate in the British public," said Mr. Cheshire, "a belief in the advertisements that we spend so much money upon. There is far too much suspicion on the part of a large section of the public. They may have had reason for it in days gone by, but we now want the British public to turn to advertisements with as much confidence as a business man turns to his business directory." (Hear, hear.)

Sir Harold Mackintosh, of Messrs. John Mackintosh, Ltd., said he had often stated that he was more of an advertising man than a confectioner. It was not true that in this country we were a long way behind America in advertising. We used to be 20 or 10 years ago, but we had caught up to America and there was now very little between the two countries. In many ways we were ahead of Americans. We were better served by the national and daily press than America was. (Hear, hear.) He believed in the press as a form of advertising before anything else. He felt that the daily press was closer to the public pulse than anything else. (Hear, hear.) We had a lot to learn from the tidying-up of hoardings (billboards) and he wanted to see our towns straightened up in this respect.

He had often wondered, said Sir Harold, why the worsted trade of England did not do more advertising. Apparently it was now the intention to advertise Bradford. But this convention, he said, was going to advertise Britain. He was not in favor of all conferences, for it was the duty of a business man to look after his business first and then go about the country, if he wished, attending conferences or sitting upon committees. But he heartily favored the Advertising Convention, one reason being the benefit it would bring to the two countries of England and America.

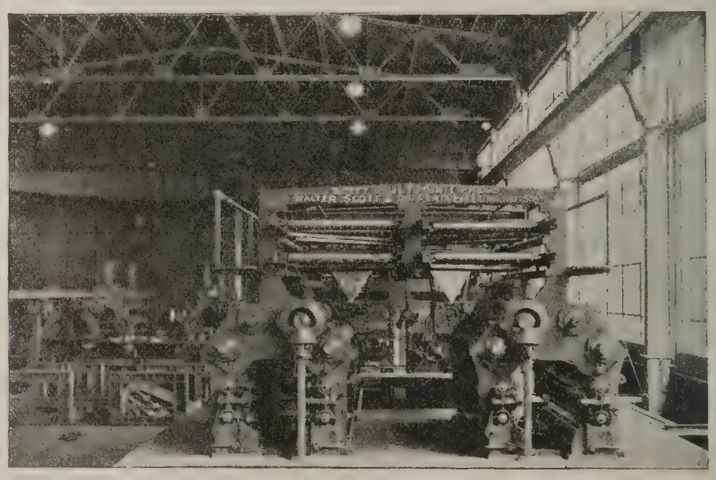
G. E. Stembridge, in an effective speech gave some details regarding the ideals of the Associated Advertising Clubs.

Thomas McDougall proposed "London, 1924." He was sitting next to Alderman Trotter and he remarked that he went to St. James's School with the Lord Mayor elect, and they had had many a fight together.

H. Rea Fitch, replying, expressed the hope that this gathering would be the prelude to similar ones in every town of the country.

Alderman H. M. Trotter proposed "The Chairman." In Sir James Hill, he said, they had a citizen whose example might well be followed. For the last 30 years he had had great commercial responsibilities, but despite that he had found time to do a great amount of public work, particularly when he was on the City Council.

Sir James Hill, in replying, humorously remarked that had he not bought The Yorkshire Observer the big newspaper flotation this week might have been for a million more.



48 Scott "Multi-Units"

are being erected for

The Detroit News, Detroit, Michigan

This Is the Only Press

that appeals to the practical publisher on account of its flexibility and accessibility.

THIS MACHINE SHOULD INTEREST YOU.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U.S.A.

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1441 Monadnock Block

NEW YORK
1457 Broadway, at 42d Street

ASKS MORE CARE FOR NEWSPRINT CORES

Life of Cores Can Be Prolonged by Careful Handling, Paper Association Pamphlet States

The core of a newsprint roll is as important as the bobbin in a reel of cotton, but too long it has been an unconsidered trifle of the daily work in the pressroom, declares "Tips on Cores," a pamphlet recently issued by the Canadian Pulp & Paper Association, urging publishers and pressmen to lessen the abuse cores now receive.

The life of the paper cores now used in newsprint rolls can be prolonged with ordinary care, the pamphlet states, resulting in great economy to both manufacturers and purchasers of newsprint.

The following suggestions for the handling of cores are made:

1. Never place crowbars inside the cores to lift rolls. If it is necessary to use a lever to move the roll, a round, wooden stick the same diameter as the inside of the core should be used.
2. Cores should never be dropped end on to the floor. This tends to weaken the metal tips and frequently leads to their becoming separated from the core on their return to the mill.
3. Cores should never be stored in a damp place. This tends to loosen the layers and frequently destroys the usefulness of the core, necessitating replacement.
4. Cores should never be used as crowbars or rollers, or even supports for heavy weights.
5. Cores should never be hit with a sledge hammer to drive them flush with the edge of the roll. If this operation is necessary, a block of wood or piece of metal should be placed over the whole core tip to distribute the force of the pounding over the whole surface.
6. Care should be used in cutting white waste from the cores so that the core itself is not damaged.

"Until recent years it was the practice among manufacturers of paper to use heavy iron cores for the centers of newsprint rolls," the pamphlet states. "These iron cores weighed approximately ten pounds per foot, representing in the case of 72-inch rolls, 60 pounds or five per cent of the gross weight of the roll. As an interesting comparison of the total weight involved in a year's transactions, it might be mentioned that the estimated newsprint consumption of the United States for 1923 is 2,750,000 tons. If iron cores were now employed universally it would mean a freight haul of 137,000 tons per annum for the cores alone.

"When the paper core was first introduced it was necessary to use wooden plugs at each end of the roll to prevent the core from collapsing, and consequently its use was not general until the addition of the metal tip. Paper cores with metal tips now weigh only two pounds per foot or twelve pounds to a 72-inch roll. For freight calculations in comparison with iron cores, this represents a saving of forty-eight pounds on a roll of 72-inch newsprint.

"In the course of one year the length of paper cores used by the Canadian newsprint mills, if placed end to end, would make a line of 1,400 miles, and represents six thousand tons of valuable merchandise costing over $1,200,000 to produce."

WANTS RIPENED TIMBER CUT

Engineers Urge Renewal of $2,000,000 Fund for Forest Purchases

Intelligent treatment of timber tracts is urged by the Federated American Engineering Societies in a report of that organization's Reforestation Committee made public recently.

The committee recommends the President, Congress and the Federal Budget Bureau to renew yearly appropriations at the rate of $2,000,000 for the purchase of forest lands, under the Weeks law.

"The demand for forest products is increasing rapidly in the face of diminishing supplies, and costs are advancing," the statement continues. "It therefore seems an opportune time for the people of states possessing timber reserves to adopt a modern forest policy, which will permit the care of their forests on modern scientific lines."

Repeal of the constitutional provision prohibiting the cutting of timber in the forest reserves of New York is advocated by the engineers. A great volume of ripened timber should now be cut, it is claimed, both in the interest of conservation and industry.

The Reforestation Committee of the Federated American Engineering Society is co-operating with the United States Forest Service and other agencies to advance forestry as a science. Its membership includes W. H. Hoyt, Duluth, Minn., Engineers' Club; Colonel Charles R. Gow, Boston Society of Civil Engineers; J. C. Ralston, Associated Engineers of Spokane, Wash., and S. H. McCrory, Bureau of Soils, United States Department of Agriculture.

Rev. Carl Heyl Becomes Editor

Rev. Carl Heyl, on Nov. 1, became editor of the German publications of the Central Publishing House of the Reformed Church, Cleveland, O. The concern issues several weekly, monthly, and other publications.

Transcript Standardizes Classified Rates

Beginning Jan. 1 the Boston Transcript will charge the same rate for both local and national classified advertising, William F. Rogers, advertising manager, has announced. The Transcript has always charged the same rate for local and national display space.

New "M. E." for Japan Advertiser

Frank H. Hedgers, Springfield, Mass., has been appointed managing editor of the Japan Advertiser of Tokyo, according to word reaching Springfield this week.

Photo Advertising "Hunch"

C. L. Allen, advertising manager of the Middletown (O.) Journal recently worked out successfully the idea of "pictures in the picture magazine" as an advertising selling feature. Under the caption, "Leading Middletown Business and Professional People", the Journal is now running a page of photo advertising, which sells at $1.25 per column inch, each insertion, for 52 weeks or a total of $3640. The advertisements consist of a thumbnail cut of the business or professional man, and a brief advertising notice.

Editorial Conference Nov. 16

The next monthly meeting of the Editorial Conference of the New York Business Publishers' Association, Inc., is scheduled for Nov. 16, at 12:15, Hotel Astor, New York. Discussion will center around the question, "How Far Can and Should a Business Manager Go in Helping to Edit a Publication?"

The Shop-o-scope TRADE MARK —Sweeps the Country!

The following newspapers are *already* on the list of those that will reap the rewards of our great "Christmas Gift Suggestions" Campaign in classified advertising.

ALABAMA
Gadsden Journal
ARKANSAS
Forth Smith Times Record
CALIFORNIA
Fresno Bee
San Francisco Call
CONNECTICUT
Bridgeport Post
Hartford Courant
New Britain Record
New Haven Register
New London Day
Norwich Bulletin
Stamford Advocate
Torrington Register
Waterbury Republican & American
FLORIDA
Miami News-Metropolis
GEORGIA
Albany Herald
Augusta Chronicle
ILLINOIS
Alton Telegraph
Belleville Advocate
Chicago Herald & Examiner
Danville Press
Decatur Review
East St. Louis Journal
Moline Dispatch
Peoria Journal-Transcript
Quincy Herald
Rock Island Argus
Springfield State Register
INDIANA
Evansville Courier
Indianapolis News
Logansport Pharos-Tribune
Richmond Palladium
Rushville Republican
Vincennes Commercial
IOWA
Cedar Rapids Gazette
Davenport Democrat
Dubuque Times-Journal
KANSAS
Hutchinson News
Kansas City Kansan
Wichita Eagle
KENTUCKY
Louisville Post
Paducah News-Democrat
LOUISIANA
New Orleans States
MAINE
Augusta Journal
Lewiston Journal
Portland Express
Waterville Sentinel
MARYLAND
Hagerstown Herald-Mail
MASSACHUSETTS
Boston Advertiser
Fall River Globe
Haverhill Gazette
New Bedford Standard
Springfield Union
Taunton Gazette
MICHIGAN
Jackson Citizen Patriot
Kalamazoo Gazette
MINNESOTA
Minneapolis Journal
MISSOURI
Joplin Globe
St. Joseph Gazette
NEW HAMPSHIRE
Concord Monitor-Patriot
Manchester Union Leader
NEW JERSEY
Asbury Park Press
Atlantic City Press-Union
Bayonne News Review
Camden Post-Telegram
Hackensack Record
New Brunswick Home News
Passaic News
Paterson Press-Guardian
Trenton Times
NEW YORK
Albany Knickerbocker Press
Batavia News
Binghamton Press & Leader
Brooklyn Eagle
Buffalo Courier
Gloversville Leader-Republican
Jamestown Post
Long Island City Star
Middletown Herald
Mt. Vernon Argus
New York American
New Rochelle Standard-Star
Poughkeepsie Star-Enterprise
Rochester Times-Union
Schenectady Union-Star
Syracuse Post-Standard
Troy Record
Utica Press
Watertown Times
Yonkers Herald
NORTH CAROLINA
Asheville Citizen
Charlotte News
Gastonia Gazette
Greensboro Record
Hickory Record
High Point Enterprise
Raleigh Times
Rocky Mount Telegram
Wilson Times
Winston-Salem Sentinel
OHIO
Akron Beacon-Journal
Athens Messenger
Chillicothe Gazette
Cincinnati Post
Dayton News
East Liverpool Review-Tribune
Marietta Register
Middletown Journal
Portsmouth Times
Sandusky Star-Journal
Springfield News
Xenia Gazette
OKLAHOMA
Muskogee Phoenix
Okmulgee Times
PENNSYLVANIA
Altoona Mirror
Bethlehem Globe
Easton Free Press
Erie Dispatch-Herald
Greensburg Tribune
Harrisburg Patriot-News
Lancaster New Era
Pittsburg Press
Reading Eagle
Scranton Republican
Sharon Telegraph
Warren Times
West Chester Local News
RHODE ISLAND
Pawtucket Times
Providence Journal-Bulletin
Westerly Sun
SO. CAROLINA
Anderson Mail
Charleston News-Courier
Columbia State
Greenville Piedmont
Newberry Observer
TENNESSEE
Johnson City Chronicle
TEXAS
El Paso Herald
Houston Chronicle
San Antonio Express
VIRGINIA
Norfolk Ledger-Dispatch
Roanoke Times-World News
WEST VIRGINIA
Clarksburg Telegram
Huntington Herald-Dispatch
Parkersburg Sentinel
WISCONSIN
Green Bay Press-Gazette
Kenosha News
Madison Times
Milwaukee Sentinel
Racine Journal-News
Superior Telegram
CANADA
Brantford Expositor
Kingston Whig
London Free Press
Montreal La Patrie
Niagara Falls Review
Ottawa Journal
Peterborough Examiner
Quebec Telegraph
Windsor Border Cities Star

There is still time to mail or wire your acceptance—today!

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Otis Building Philadelphia

BOOKS FOR A NEWSPAPER LIBRARY

DURING his address before the University Press Club, at Ann Arbor, Mich., Lee A. White, of the Detroit News, gave out a list of books recommended for the newspaper library, based upon the experience of the News. It made it clear that this was not a complete or adequate library, but within its limitations it contains books touching most of the subjects under common inquiry in a newspaper office. Many of the books can only be purchased in the second-hand shops and fully sixty per cent of them are available there at prices far below those quoted. Your own city and State can be substituted where Detroit and Michigan appear in this list, as it must be remembered that Mr. White was speaking before Michigan editors and compiled the list from the library of a Detroit newspaper.

Mr. White's book list follows:

PRIMARY LIST

Webster's New International Dictionary. G. & C. Merriam, Springfield, Mass., 1919. $16.

New International Encyclopedia, 24 vols. Dodd, Mead, 1917, $125; Yearbooks, $6.75, or Encyclopedia Americana, 30 vols. Americana Corporation, 1921. $350.

World Almanac and Encyclopedia. New York World. Annual. 35c.

Statesmen's Yearbook. Macmillan. Annual. $7.50.

Who's Who in America. Macmillan. Biennial. $7.50.

New York Times Index. New York Times. Quarterly. $8.

Ayer's Newspaper Annual. N. W. Ayer & Son, Philadelphia. Annual. $15.

City Directory.

State Gazeteer.

Congressional Directory — Obtainable from Superintendent of Documents or any Congressman. Issued each session of Congress.

State Manual—Secretary of State, State Capitol. State Printers. Free.

City and Township Manuals and Reports. Town or City Clerk.

City Charter. City Clerk.

Style Book of the Detroit News. The Detroit News. Free.

Newspaper Writing and Editing, by W. G. Bleyer. Houghton, 1913. $1.65.

Scientific Circulation, by W. R. Scott, Ronald Press, 1915. $2.

Slander and Libel, by M. L. Newell. Third edition. Callaghan, 1914. $11. Or Newspaper Law, by W. W. Loomis. Citizen Publishing Company, La Grange, Ill, 1921. $1.50. Or The Law of the Press: Text, Statutes and Cases, by William G. Hale. West Publishing Company, 1923. $3.50.

Familiar Quotations, edited by John Bartlett. Little, Brown. $5.

Home Book of Verse, edited by B. E. Stevenson. Holt, 1912. $12.50.

Scientific American Book of Formulas, edited by A. A. Hopkins. Scientific American Publishing Company, 1911. $5. Or Henley's 20th Century Book of Recipes, Formulas and Processes, edited by H. D. Hiscox. Henley, 1907. $8.

Boston Cooking School Cook Book, by F. M. Farmer. Little, 1918. $2.

Etiquette, by Emily Post. Funk & Wagnalls, 1922. $4.

Farm and Garden Rule Book, by L. H. Bailey. Macmillan, 1911. $2.

Brief History of the United States, by J. B. MacMaster. American Book Company, 1910. $1. Or History of the American Nation, by A. C. McLaughlin. Appleton. New edition. $1.50. Or (for extended treatment of later periods) History of the United States, by J. Rhodes (1850-1896). 8 volumes. Macmillan, 1904-22. $4. Or American Nation Series, edited by A. B. Hart. 2 volumes. Harper, 1904-8. $2 a volume. Or History of the United States, by E. P. Oberholtzer. 2 volumes. Macmillan, 1917. $5.

Recent History of the United States, by F. L. Paxson. Houghton, 1921. $5.

Europe, 1789-1920, by E. P. Turner. Doubleday, 1922. $3.50.

Economics for the General Reader, by Henry Clay. Macmillan, 1918. $2.

Principles of Advertising, by Daniel Starch. A. W. Shaw & Co., 1923. $5.

History of Detroit and Michigan, by C. M. Bureon. 5 volumes. Clark Company, Chicago. $5.

The Story of Detroit, by George B. Carlin. About 800 pages. The Detroit News, 1923. (In press.) Price nominal.

Guide to Detroit, by Rand. McNally & Co., 1923. 40c.

Rand-McNally's Atlas of the United States. 1921. $35.

Rand-McNally's Atlas of Foreign Countries. 1921. $35.

Spalding's Red Cover Series of Athletic Handbooks. American Sports Publishing Company. "Athletic Library." 25c each (paper).

Hoyle's Card Games. New and revised edition. Ottenheimer. 35c.

SECONDARY LIST

Chicago Daily News Almanac. Annual. $.75.

Brooklyn Eagle Almanac. Annual. $1.50.

Canadian Almanac. Copp Cark & Co., Toronto. Annual. $1.50.

Whitakers' Almanac. 12 Warwick Lane, London. E. C. Annual. 6 shillings.

Literary Yearbook. M. Meredith, London. $3.

Editor & Publisher International Yearbook Number. EDITOR & PUBLISHER, New York. Annual. Free to subscribers; bound, $2.

Yearbook of the Churches. Federal Council of the Churches. Annual. $1.50.

American Dictionary of Dates, by C. R. Damon. Badger, 1921. 3 volumes. $15. Or, American Anniversaries ("Every day in the year"), by P. R. Dillon. Dillon Publishing Company, 1918. $2. Or Derby Calendar, published with the National Cyclopedia of American Biography. 18 volumes. White.

Yearbook of the Department of Labor (and other departments as desired), Superintendent of Documents, Washington, D. C.

Thomas' Register of Manufacturers. Thomas Publishing Company. Annual $10.

Poor's Financial Services (Industrials, Railroads, Public Utilities), 4 volumes. Annually. Poor Publishing Company. $60.

Who's Who (English). Macmillan. Annual. $15.

Who's Who in the Theatre. Edited by John Parker. Fourth edition. Small, Maynard. $5.

Motion Picture Studio Directory. Motion Picture News. Annual. $3.

Baker's Biographical Dictionary of Music and Musicians. Edited by Alfred Remy. Schirmer, 1919. $4.25. Or, International Who's Who in Music, 1918. Current Literature Publishing Company, 1918. $5.

Cyclopedia of Music and Musicians, by Grove. 6 volumes. Macmillan, 1911, 1920. $35.

Women of 1923. Women's News Service. Winston. $1.

Automobile Blue Book. (Official Guide). Each volume, $3.

U. S. Census Reports. (Bureau of the Census). Subscription.

United States Statistical Abstract. Annual. Superintendent of Documents, Washington, D. C.

Lippincott's New Pronouncing Gazetteer. New edition. $10.

Medical Dictionary, by T. L. Stedman. Wood, 1911. $4.50.

Perfect Calendar, by H. Fitch. Funk. $.50. Or some other perpetual calendar.

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Creative Chemistry, by E. E. Slosson. Century, 1919. $2.50.
American Commonwealth, by James Bryce. 2 volumes. Macmillan, 1910. $4
Modern Democracies, by James Bryce. 2 volumes. Macmillan, 1921. $10.
New Reference Atlas (supplement to Webster's Dictionary), included in purchase of dictionary, $1.
Handbook for Newspaper Writers, by G. M. Hyde. Appleton, 1921. $2.
Popular Antiquities, by John Brand. Macmillan. $3.
Reader's Handbook, by E. C. Brewer. Lippincott. $2.
Curiosities of Popular Customs, by W. S. Walsh. Lippincott. $3.
Two Centuries of Costume in America, by Alice M. Earle. Macmillan, 1910. $2.50.
Farmer's Bulletins from the Department of Agriculture (Canning, Health, etc.) Nominal charge.
Government of the United States, by W. B. Munro. Macmillan, 1919. $3.
Political and Social History of Modern Europe, by J. H. Hayes. Macmillan. $3.
Governments of Europe, by F. A. Ogg. Macmillan, 1918. $3.
Short History of the English People, by J. R. Green. 4 volumes. Burt. $3. Also 4 volumes. Harper. $10.
Human Nature and the Social Order, by C. H. Cooley. Scribner, 1922. $1.75.
Social Psychology, by E. A. Ross. Macmillan, 1908. $1.50.
Public Opinion, by Walter Lippman. Harcourt, 1922. $3.
State Compiled Laws, and the Public Acts of the State Legislature. State Printers. Laws, in 4 volumes, 1915. Acts, to date, 4 volumes. $3.50 each.
Opera Goer's Complete Guide, by L. L. Melitz. Dodd, 1911. $1.50.
Victrola Book of the Opera, by S. H. Rous. Victor Talking Machine Company, 1921. $1.50.
Apollo: A Manual for Art Students, by S. Reinach. Scribner, 1914. $1.50.
Biographical Sketches of American Artists. Edited and published by the Michigan State Library. $.50.
Index to Poetry and Recitations, by Edith Granger. McClurg, 1913. $8.
Building Newspaper Advertising, by Jason Rogers. Harper, 1919. $10.50.
Newspaper Building, by Jason Rogers. Harper, 1918. $5.
Country Weekly, by Phil C. Bing. Appleton, 1917. $1.50.
Editorials and Editorial Writing, by R. W. Neal. Home Correspondence School, Springfield, Mass., 1921. $2.40.
The Editorial, by L. N. Flint. Appleton, 1920. $2.50.
Bill and Concordance.
Shakespeare's Complete Works.
Concordance to Shakespeare, by John Bartlett. Macmillan, 1889. $7.50.

IRWIN SCORES PROPAGANDA

War Correspondent Says Europe Being Fed on Lies

Europe is living on lies, in the opinion of Will Irwin, author and war correspondent, who spoke Nov. 3 at a luncheon of the Foreign Policy Association, New York. The Hughes proposal, if it reveals only a single ray of truth on the European situation, will have been worth the effort, he said.

"I was in Europe last summer and the most alarming thing I discovered was the public state of mind," Irwin declared. "I found the people of Europe hating more vividly last summer than they did during the war.

"One reason for that condition of mind, and it bodes ill for the future, is that during the war the new art of propaganda was recognized and discovered. There isn't a citizen in private life in France who knows the truth about Germany.

"We had plenty of propaganda in this country during the war. Take it from me as a journalist. I know.

"The first thing Europe needs before it can become reconstructed is a few doses of cold truth."

CHICAGO PRESS CLUB BOOMS

Bryson Elected President and New Quarters Obtained

With a complete slate of newspaper men at the helm, the Chicago Press Club is soon to be revived to the glory of its former days, according to Charles Lee Bryson, the newly elected president. Quarters have been secured at 168 West Adams street, and a drive is soon to be inaugurated for members.

Mr. Bryson, the new president, has been in newspaper work since he was fourteen. At present he is on the rewrite desk of the Chicago Herald and Examiner. He gained considerable experience in the west, at one time being city editor of the Cripple Creek (Col.) Daily Times.

In 1913 Mr. Bryson joined the staff of the Chicago Examiner and has been there since, except for a few intermittent intervals. During one of them he was city editor of the Journal of Commerce for almost two years. He is the author of three books and a number of short stories.

Dan Sullivan, first vice-president, is one of Chicago's best known newspaper men. He is now editor of the Tribune's picture page and assistant to the city editor. During the war he was a captain in the 132d Infantry.

Other officers are George S. Foster, second vice-president; Robert E. Belcher, treasurer; C. M. Carr, secretary; De Lysle Ferree Cass, librarian; James F. Bishop, counsel. Directors are Robert Gunn, Ransom E. Walker, C. F. Wenham, Harry D. Joannis, Harry G. Fisher and A. Milo Bennett.

ALL-MONTANA CONFERENCE

State Press Association Backs Prosperity Meet

A call for an All-Montana Civic Conference, to be held in Lewiston, Nov. 15, 16 and 17, has been issued by the Montana State Press Association. The conference, having for its purpose the elimination of friction among various elements in the state in the interests of general prosperity, was approved and authorized by the association at its annual meeting in Butte last August.

A program of publicity will be outlined, and steps taken to develop a spirit of co-operation and common understanding which will enable the people of Montana to work together for the good of the state.

The State Federation of Labor and various civic organizations will send delegates.

El Dorado (Ark.) Tribune Sold

The El Dorado (Ark.) Tribune, one of the oldest newspapers of South Arkansas, was recently sold by its former owner, Clyde W. Martin, to a new corporation composed of J. B. Story, B. F. Mullen and H. H. Brinsmade, who are to act in capacity, respectively, of business manager, advertising manager and managing editor. These gentlemen, for several years, have been engaged in newspaper work in El Dorado and elsewhere. The Daily Tribune recently added equipment, including a new, modern press. Mr. Martin, retiring owner, with his family, will leave shortly for the Pacific coast on an extended vacation.

Boston Typos Back Lynch

A "Lynch for president" club has been started at Boston to push the election of James M. Lynch as president of the International Typographical Union at the election next May. Lynch, a past president of the international organization, resigned in 1914 to become labor commissioner for the state of New York. Edward M. Martin was made temporary president of the Boston club, with W. C. Trump, temporary secretary. James F. Wright, Benjamin Gell, James J. O'Connor, M. A. Adler and Charles O. Wood were chosen a committee on organization, finance, and permanent officers.

Daily Express, Sunday Express and Evening News

CARRIED **7,703,723** LINES

of advertising in the first six months of 1923, according to Editor and Publisher of August 25, 1923. Only 12 cities having morning, evening and Sunday service by one publication stood ahead of San Antonio.

ALL-AROUND-THE-CLOCK-SERVICE

PROVES POPULAR IN SAN ANTONIO

Daily Express, Evening News and Sunday Express

CARRIED **11,590,732** LINES

in the first nine months of 1923—a gain of 706,037 lines of LOCAL and 29,080 lines of NATIONAL advertising.

SECOND Edition of the San Antonio Data Book will be ready about the 10th of November—32 pages of data about San Antonio and its trade territory—space buyers' chart down to date—map of Texas, population analysis, our merchandising service fully described. Airplane view of the wholesale, retail and manufacturing districts, showing the picturesque San Antonio River winding through the city which Uncle Sam now lists as 37th United States city with 184,727 population.

The Recognized Leading Newspapers of Southwest Texas

San Antonio Express.

Every Morning and Sunday

Absolutely Dominates Its Field

SAN ANTONIO EVENING NEWS

Every Evening ~ Except Sunday

Has the Largest Home-Delivered Circulation of Any Afternoon Paper in San Antonio

Semi-Weekly Farm Express

Every Tuesday and Friday

Covers the Small Town and Agricultural Field of South Texas. Established 1865

We solicit your business on the basis of largest, non-duplicating circulation, lowest advertising rates, and complete co-operation in winning this very attractive market.

Circulation secured without premiums.

The John Budd Company

National Advertising Representatives

NEW YORK CHICAGO ST. LOUIS ATLANTA
SAN FRANCISCO LOS ANGELES SEATTLE

LOUIS WILEY SCORES DECEPTIVE ADS

Business Manager of New York Times Says Newspapers Have No Right to Print Misleading Copy

No newspaper has a right to print an advertisement which makes statements intended to deceive those who are inexperienced, lacking in education or discernment, or from which persons may draw erroneous inferences, Louis Wiley, business manager of the New York Times declared in a speech before the Rotary Club, Mt. Vernon, N. Y., last week.

"Newspapers that have the largest measure of confidence are those which exercise careful supervision over their advertising columns, excluding questionable, misleading, or unworthy advertising," he said.

Wiley went on to explain the Times censorship of advertising.

"The New York Times eliminates advertisements because of their undignified character," he pointed out, "such as attacks of a personal nature or criticism of other advertisements.

"It refuses advertisements of guaranteed cures, massage, matrimonial offers, fortune tellers, questionable books, and objectionable medical advertising," he continued, and proceeded to specify advertisements which were not acceptable.

"Fraudulent or doubtful financial offers, which are declined for the protection of investors.

"Bucket shops, because their business is not legitimate.

"Reference to large guaranteed dividends.

"Offers of something for nothing, because such propositions lead to fraud.

"Advertisements that are vulgar, indecent, repulsive or offensive, either in theme or treatment."

"Advertisements which a newspaper prints are as important an index to its character as the editorials and news," Wiley said.

"A newspaper which exercises supervision over its advertising columns, with the idea of guarding honesty and truth in announcements, inspires respect and confidence among its readers.

"The miscalling of certain products in advertisements is still permitted by some newspapers. For instance, advertising dyed muskrat as Hudson seal, lambskin gloves, fibre fabrics as fibre silk, when there is not a silk thread in the product; solid mahogany furniture, when the article is veneered, and a dozen other instances, which might be cited, all obviously deceptive.

"The advertiser who is endeavoring to present his product to the public at its true value, free from misleading statements and exaggeration of price or merit, is doing much to elevate the whole trend of advertising toward the plane where confidence in advertised goods will be general.

"I look forward to the time, not far distant, when statements publicly made of the merits of merchandise will be accepted as evidence of their actual value," he concluded.

The business manager of the Times devoted the introductory portion of his address to explaining the strike of the New York newspaper pressmen, which demonstrated, he said, the force of advertising, in that the strike cost manufacturers, merchants, and bankers many millions.

"The reading of newspapers has come to be a habit in every home," he declared.

"Advertising in a newspaper may cover a continent or be restricted to a state or a city. It comes the nearest to the fundamental principle of successful marketing—the bringing together of buyer and seller in the quickest and cheapest way."

SAVED BY AMERICAN CONTRACTS

U. S. Dollars Stave Bankruptcy from German Picture Agencies

BERLIN, Oct. 15.—German news picture agencies would close their doors if it were not for their American contracts.

The income from the sale of news pictures to German papers alone would scarcely pay their expenses—to say nothing of a profit.

Much of their material is sold to other European newspapers—French, Italian and Dutch—but the sale to these clients would scarcely make it possible for German concerns to continue producing as they do.

But every important German picture agency sells its product to some American agency, which has the right to exclusive use of its product in the United States. And practically every cent they get from their American sales is profit. This contact keeps them alive and prosperous.

The picture agencies in Germany find that the high price of their product means less sales to German newspapers, which cannot afford to print as many pictures as before. The high price of labor and materials means that any quantity production—such as is necessary to satisfy American clients—makes it extremely costly to continue operation. But the dollars the German picture agencies get from their American subscribers put them in a position where they can continue at a profit and at the same time produce practically as high class a product as always.

Their American contracts call for dollar payments, German marks being valueless. Reciprocal relations are unknown. Germany is using practically no pictures from America. They don't want to trade pictures—they want dollars wherewith to keep themselves from going bankrupt.

Hearst Buys New York Hotel

The William Randolph Hearst interests have purchased the 13-story Hotel Essex, at the corner of Madison avenue and Fifty-sixth street, New York, for possible future occupancy of the International Magazine. The structure was valued at $900,000 by the sellers.

REFUTES "HOUSE ORGAN" CHARGE

Hugo Stinnes Denies His Papers Are Personal Mouthpieces

BERLIN, Oct. 15.—Hugo Stinnes declares that the Deutsche Allgemeine Zeitung, which he owns, is not an official organ of the Stinnes concerns, and cannot be correctly quoted as such.

Throughout the world newspapers have quoted the D. A. Z. as reflecting the views and opinions of the German financial wizard. But Stinnes has let it be known that this is all wrong. None of his newspaper properties in Germany is to be considered a "house organ"—they are merely newspapers which he owns just as any other man owns a newspaper which he runs for profit.

This fact was made known recently by Director Minoux, known as Stinnes' "finance minister."

Testifying before a Reichstag committee recently, Minoux, in denying that a certain story printed in the Deutsche Allgemeine Zeitung was Stinnes inspired, declared:

"The Deutsche Allgemeine Zeitung is not a house organ. It is a world newspaper. It has grown to be such under the ownership of Stinnes. It serves him only as any other newspaper serves its owner. He wants it just as any other man wants to own a newspaper."

Albany Printing Merger Planned

The J. B. Lyon Company of Albany, which operates one of the large printing plants of the country, is planning consolidation with a New York printing firm. Charles M. Winchester, president of the Lyon company, says the deal has been practically consummated but will withhold announcement of the name of the New York firm until it is closed. As a preliminary move, the Lyon company has taken over the printing plant in Sheridan avenue, operated by the Van Benthuysen Printing Company until several months ago. It is reported that as a result of the merger the enlarged company will go into the magazine field and will publish a large number of nationally known periodicals in Albany.

Donnellson Paper's Stormy Career Ends

Following a stormy existence during the past few months, the Donnellson (Ia.) Times, the farmers' union paper of Lee county, has been sold and will be moved to Fort Madison, Ia., for further publication. In September the office of the paper was painted a bright yellow and its editor, G. A. Rothert, was warned to leave town through threats which were posted on the building and signed "Ku Klux Klan." The klan denies all responsibility for the threats or painting.

Merchants Back Arkansas Paper

The Marshall (Ark.) Anti-Poke Nose News made its first appearance Nov. 1. It is non-political. It was organized by business men in the community, made up of merchants and farmers of Searcy county. The company purchased the plant of the Cabot (Ark.) News, recently suspended.

Citizens' Committee to Edit Paper

Despite the decision of W. K. Currie, publisher of the Butternut (Wis.) Bulletin, to discontinue the paper, citizens of the town have determined not to let the paper die and have organized a committee to edit the paper until a new editor can be secured.

Monthly Magazine for Carriers

The circulation department of the Indianapolis (Ind.) Star is issuing a monthly for its carrier boys, called the Star Junior. Scott Rowley, city district manager and Charles Payne, circulation manager, are in charge. The Star has made a circulation of 40,000 its goal.

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago
620-621 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

TIPS FOR AD MANAGERS

Elmer L. Allen, 15 East 26th street, New York. Making 1,000 line contracts for M. Samuels & Company.

F. Wallis Armstrong Company, Armstrong Bldg., Philadelphia, Pa. Reported will later use newspapers for C. H. Masland & Sons, "Masland Carpets" and "Argonne Rugs."

N. W. Ayer & Son. Sending out copy on Kellogg's Bran, Kellogg Food Company, Battle Creek, Michigan. This copy will be issued generally to newspapers.

Barritt & Co., 220 South State street, Chicago, Ill. Placing the following accounts: Indiana Limestone Quarrymen's Ass'n, Bedford, Ind., and the Mardie Mfg. Company, Hudson, Mich.

Barrows & Richardson, Drexel Bldg., Philadelphia, Pa. Making contracts and sending out orders for the Autocar Company.

Barton, Durstine & Osborn, 282 Madison avenue, New York. Placing orders with some New York City newspapers for Winship, Boit & Co., "Merode" underwear, Wakefield, Mass.

Bartin, Durstine & Osborn, 383 Madison avenue, New York. Making yearly contracts with New York State newspapers for Lewis & Conger.

George Batten Company, 381—4th avenue, New York. Placing orders with newspapers that have rotogravure sections for McCallum Hosiery Company, Northampton, Mass.

Blaine-Thompson Company, 4th National Bank Bldg., Cincinnati, Ohio. Using 266 inches in one year for Warner Bros. Motion Pictures.

Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa. Reported to be placing account for Hotel Sylvania, Philadelphia, Pa.

W. L. Brann., Inc., 11 East 43rd street, New York. Using 112 lines, 8 times in farm papers for Montgomery Ward Company (Cream Separator).

Brockland & Moore, Inc., Federal Reserve Bank Bldg., St. Louis, Mo. Placing orders with a selected list of Southern newspapers for F .B. Chamberlain Company "Jack Frost" Baking Powder, St. Louis, Mo.

Derby Brown Company, 11 Avery street, Boston, Mass. Placing orders with newspapers in selected sections for American Hosiery Company, "Amho" underwear, New Britain, Conn., and 8 West 40th street, New York.

Brotherton Company, 10 Peterboro West, Detroit. Making 3,000-line contracts for the Ford Motor Company.

Campbell-Ewald Company, General Motors Bldg., Detroit, Mich. Will make up lists in December for the General Motors Truck Company, Detroit, Mich.

Capital Advertising Company, 120 West 42nd street, New York. Will make up lists in December for the Suto Vacuum Freezer Company.

Chappelow Advertising Company, 1709 Washington avenue, St. Louis, Mo. Making yearly contracts for Wm. R. Compton Company.

Nelson, Chesman & Company, 1127 Pine street, St. Louis. Making 2,100 line contracts for Mrs. M. Summers Medicine Company.

Nelson, Chesman & Company, 1127 Pine street, St. Louis. Making 2,800 line contracts for A. H. Lewis Medicine Company.

Churchill-Halli, Inc., 50 Union Square, New York. Making 1,000 line contracts for the Gorton Pew Fisheries.

W. K. Cochrane Advertising Agency, Boyce Building, 30 North Dearborn street, Chicago. Placing additional copy on American Rice Products Company, New Orleans, La.

Critchfield & Company, Brooks Bldg., Chicago. Will make up lists in December or January for the Beeman Tractor Company.

D'Arcy Advertising Company, International Life Bldg., St. Louis, Mo. Making 5,000 line contracts for the White Company.

Dauchy Company, 9 Murray street, New York. Using 28 lines, 26 times for Parkers Hair Balsam; using 28 lines, 24 times for Allen S. Olmsted.

Donovan & Armstrong, Commonwealth Bldg., Philadelphia, Pa. Making 15,000-line contracts for Otto H. Eisenlohr (Cinco Cigars).

George L. Dyer Company, 42 Broadway, New York. Placing account for the Empire Milking Machine Company, of Bloomfield, New Jersey.

Erickson Company, 381—4th avenue, New York. Will make up lists in December for the Newskin Company, Brooklyn, N. Y.

Erwin, Wasey & Company, 58 East Washington street, Chicago. Will make up lists in December for the Beckwith Company, Dowagiac, Mich.

Charles Daniel Frey, 30 North Michigan avenue, Chicago. Making 5,000 line contracts for Stephens Motors.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 1,000 line contracts for C. D. Osborn Company.

Gray Advertising Company, 14th and Oak streets, Kansas City. Using 14 lines, 24 times for M. B. Smith.

Griffin, Johnson & Mann, 350 Madison avenue, New York. Making 2,500 line contracts for the Butterick Publishing Company.

Guenther-Bradford & Company, 7 South Dearborn street, Chicago. Making 2,800 line contracts for Dr. Newman.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Placing the following accounts: Premier Taxicab Corporation, New York City; Hagedorn's, importers of women's ready to wear; Kaufman & Gross, sweaters and knitted cuterwear, New York.

Wylie B. Jones, 107 Chenango street, Binghamton, N. Y. Making 5,000-line contracts for the Woodward Products Company.

George J. Kirkgasser Company, Wrigley Bldg., Chicago. Placing account for the Cutler-Hammer Mfg. Company, Milwaukee, Wis.

H. E. Lesan Advertising Agency, 440—4th avenue, New York. Placing account for the Lastlong Underwear Company, 349 Broadway, New York. Making 2,000-line contracts for the Standard Brick Company.

Lord & Thomas, Wrigley Bldg., Chicago. Making 10,000-line contracts for the Pepsodent Company; making 10,000-line contracts for the Palmolive Company.

Matos Advertising Company, Bulletin Bldg., Philadelphia, Pa. Making yearly contracts for Bumstead's Worm Syrup.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Making 2,500-line contracts for Armour & Company.

Morse International Agency, 449—4th avenue, New York. Making 1,000 line contracts for Booth's Hyomei Company.

C. H. Norwood, Inc., 1182 Broadway, New York. Sending out four time orders to New York State newspapers for B. V. Sales Corporation.

Frank Presbrey Company, 247 Park avenue, New York. Making yearly contracts for the Aluminum Cooking Utensil Company. Making contracts for the Seaboard Air Line Railway.

Peck Advertising Agency, 6 East 39th street, New York. Making 2,000 line contracts for the Englander Spring Bed Company.

William H. Rankin Company, 1 West 37th street, Chicago. Making contracts for the B. F. Goodrich Rubber Company.

William H. Rankin Company, 180 North Wabash avenue, Chicago. Handling the account of Nestor-Johnson Skate Company, Chicago.

Redfield Advertising Agency, 34 West 33rd street, New York. Making 1,000-line yearly contracts for McKesson & Robbins.

Ruthrauff & Ryan, 404—4th avenue, New York. Making 1,000-line yearly contracts for the Advertised Products, Inc., manufacturers of Bleachodent, Buhler Oil, Syralin, Airflex Arch Support and Dove's Hand Bleach; making 1,000-line contracts for the Cereal Meal Corporation; making 1,000-line contracts for the McFadden Publications; making 10,000-line contracts for Walter Janvier, Inc., Kellogg's Tasteless Castor Oil-Rinex.

Medley, Scovil & Company, 35 Nassau street, New York. Making 1,000-line yearly contracts for E. H. Rollins & Sons.

Stack Advertising Agency, Heyworth Bldg., Chicago. Making 3,750 yearly contracts for the Santa Fe Railroad. Making 1,000-line contracts for Dodge Brothers.

J. Walter Thompson Company, 244 Madison avenue, New York. Making 1,000-line yearly contracts for Wm. R. Warner & Company.

J. Walter Thompson Company, Lytton Bldg., Chicago. Making 2,800-line contracts for Horlick's Malted Milk.

United Advertising Agency, Kinney Bldg., Newark, N. J. Making 5,000-line contracts for the Interwoven Hosiery Company.

Vredenburgh-Kenney Company, 171 Madison avenue, New York. Using 18 lines twice a week for E. Planten & Sons, Inc.

Wade Advertising Agency, 130 North Wells street, Chicago. Sending out 10 time orders to farm papers for Keystone Steel & Wire Company.

James T. Wetherald Agency, 142 Berkeley street, Boston, Mass. Making yearly contracts for Lydia E. Pinkham Company.

K. C. Star Gives Roosevelt Memorial

As a memorial to Theodore Roosevelt, who at the time of his death was a contributing editor of the Kansas City Star, Irwin Kirkwood, one of the owners of the Star recently presented a beautiful bas-relief of J. N. Darling's famous cartoon "The Long, Long Trail" to the 110th Engineers of the Missouri National guard. The presentation was made in the armory of the Engineers, Mr. Kirkwood delivering the presentation speech. Col. E. M. Slayton, commander, responded. The tablet is the work of Mrs. Laura Gardin Fraser.

Merchants Utilize Film Star's Visit

The visit of Miss Leah Baird, moving picture actress, was utilized by Fort Wayne, Ind., merchants for a joint display in which several stores combined in taking a full page newspaper advertisement which ran under the general heading "Screen star shops in Fort Wayne today."

Grocers Hear Newspapers Praised

Steady newspaper advertising not only yields immediate sales, but also paves the way for the future, Fred E. Cullen, president of the Johnson Educator Food Company, Cambridge (Mass.) declared the other day in addressing 200 store managers of the Economy Grocery Stores.

LIVE STOCK ON ILLINOIS FARMS IS VALUED AT $446,154,064

This is only one of many proofs that Illinois is prosperous. If in doubt just remember this value is a 44 per cent increase over the value of Illinois livestock in 1910.

The value of all farm property has increased 70.7 per cent in ten years and all this "foundation of real wealth" is well proportioned over 237,181 farms.

These 237,181 farms must be well supplied with modern equipment. The thousands of families, directly influenced by the prosperity of these 237,181, clothed and fed. They come to the city to buy—to be entertained and to study.

The newspaper of the nearest city is their guide.

Spread your message over 31,974,775 acres of prosperous farm lands in addition to the live cities of Illinois and you will get big results.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News	(E)	15,773	.055	.055
Bloomington Pantagraph	(M)	17,841	.05	.05
††Chicago Herald-Examiner	(M)	337,364	.55	.55
††Chicago Herald-Examiner	(S)	754,601	1.00	1.00
Chicago Daily Journal	(E)	117,483	.26	.24
††Chicago Tribune	(M)	567,628	.80	.80
††Chicago Tribune	(S)	877,467	1.15	1.15
**La Salle Tribune	(E)	3,041	.025	.025
**Moline Dispatch	(E)	10,148	.04	.04
†Peoria Journal-Transcript	(M&E)	32,648	.10	.09
**Peoria Star	(E)	27,083	.075	.06
††Rock Island Argus	(E)	10,405	.045	.045
**Sterling Gazette	(E)	5,755	.03	.03

*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

**A. B. C. Statement, Sept. 30, 1923.

††Government Statement, Sept. 30, 1923.

From Editor & Publisher 10/27/23

F. S. Levy, New York Evening Mail retiring president, spoke on a similar subject from the standpoint of the Metropolitan evening papers and the discussion which resulted showed a consensus that the time has passed when a newspaper may rely upon its ability to get the greater number of news "scoops" to catch and hold circulation, that newspaper which obtains and elaborates and strengthens the special features which appeal to the greatest number is the one which will be predominant and successful in its community.

McClure Features

which build

CIRCULATION

for

NEW YORK NEWSPAPERS

New York World
Labor Articles
by James M. Lynch
"The U. P. Trail"
by
Zane Grey

New York Herald
"Human Nature on the Half Shell"

New York Mail
"Outline of History"
H. G. Wells
Note: They attribute 30,000 gain to this feature alone.

New York American
H. G. Wells
Weekly Cable
Kathleen Norris
Weekly Talk

New York Tribune
Articles on The Ruhr
by Alvin Owsley

New York Sun and Globe
Ritte house Fashion Articles

New York Wall Street Journal
Holland Letter

New York Post
Gluyas Williams' Cartoons
Constance Drexel Letter

New York Telegram
"Something to Think About"
"Sandman" Stories

New York Telegraph
Daily Horoscope

Brooklyn Times
Gluyas Williams' Cartoons

Brooklyn Standard Union
Daily Menu

Brooklyn Eagle
Uncle Wiggily

If your territory is open wire for samples of these and other big features.

THE McCLURE NEWSPAPER SYNDICATE
373 Fourth Avenue
New York City

For Over One Hundred Years Clarksville Has Been the Pre-Eminent Tobacco Market of the

"BLACK PATCH" OF TENNESSEE

For over one hundred years Clarksville has dominated the field in circulation and prestige.

With a trading radius of 50 miles and bank resources of nearly 8 millions, Clarksville, Tennessee, offers the advertiser a rich market for his wares.

Every successful advertising campaign in the "Black Patch" has been carried by the

Clarksville Leaf-Chronicle
Established 1808

Represented by
S. C. THEIS COMPANY
141 West 36th St., 837 Marquette Bldg.
New York, N. Y. Chicago, Illinois

REPORTER DISCUSSES SINS OF EDITORS

Suggests They Could Study Their Own Editorials on Co-operation and Courtesy With Profit

By A Free Lance

Not so many moons ago, co-operation was a word heard on every hand, used by editors as the basis for various editorials, claimed to be the saviour of all sorts of slipping industries and institutions and even yet is being worked extensively. Along with it came the word courtesy, striving for attention.

Newspapermen all over the country took up this word, used it as an editorial foundation and opened their columns to elaborations upon the need of it in dealings between humans. But there many of them stopped. As is often the case with remedies, they are good for the other fellow, but we are doubtful about trying them ourselves. Many of us wrote about co-operation and courtesy but failed to take our own writing seriously.

The truth frequently hurts and an indictment is not always pleasant, but to an observer of newspaper practices for a number of years and as an active newspaperman, it seems that many in the profession could well take to heart their own teachings. It must be frankly stated that newspapermen themselves have much to learn about co-operation and courtesy. To be more specific, take the question of correspondence. A great many editors, big and little, are notorious for their inattention to letters sent to them. True, many letters are inconsequential, complaining and pointless, but how about the others that are of importance (if he would only take time to look them over carefully) and which "get the basket" quit frequently with as little regard as their unimportant fellows.

The writer recently had occasion to address the editor of one of the largest dailies in the middle west on a subject which should have been of interest not only to him personally but to hundreds of his readers. Of course he is a busy many, so is the writer, but he did not have the courtesy to even reply.

Then again there is the editor who accepts copy, prints it in his paper and then completely ignores all correspondence about it and refuses to pay for the space, even though it is a just debt of the paper. He can be added to the list of those who can learn something about courtesy.

This system also has another side from that of the disappointment of the writer of the article in not getting his just pay. It closes a source of possible further news to the editor. Few men who have worked hard, as many often do, to get off a story for a paper, have it accepted and then never get pay for it, will try very hard again to help that paper. They look up another in the same town instead, and it often happens that the second editor profits by the mistakes of his competitor.

Add to the foregoing types, the editor who forgets his promises. Many a reporter has been given the chance to represent an outside paper in his town, done yeoman work for it, then suddenly awakening to find that another has been let in. The writer recalls a case in his own experience. An authentic story given out by those interested, was passed up by the editor while another, containing few real facts and written by an outsider, was run in its place.

No reporter enjoys this way of doing things, especially when he has worked hard and has ample proof that his "stuff" is right and on the whole, liked by his readers. It makes him sloppy and careless, loses the respect readers have for the paper and eventually leads to other troubles. Courtesy would demand an explanation of such action by an editor, but try and get it.

There is the similar editor who uses mediocre copy and then will turn down a "real" story of widespread interest and gives no explanation. Of course there is the excuse that he was already "filled" when the good story came in and the additional excuse that he has the right to decide what shall and shall not be used, but his decisions are frequently fearful and wonderful.

It possibly is displaying woeful ignorance of the profession to present any query as to why such things occur, but even so, such procedure on the part of the desk man does not help to keep the reporter on the job, give him renewed conference in his ability or the backing of the boss.

Some who have read thus far may be ready to cry "sour grapes." Not so. The writer is happy and contented and instead of just "thinking he can write a regular story" can prove it with clippings from some of the best sheets in the country.

On Jan. 1, all the good resolutions the editors talk about will be ripe for picking. Just for fun, and maybe for profit, why not pick that one which demands courtesy and co-operation between the men higher up and the fellow who hopes to be some day.

St. Paul Hunts Treasure Box

The St. Paul Dispatch and Pioneer Press are hiding a black box somewhere in the city daily. The box contains a money order for $10 every day but Sunday, when the order is for $25. The finder of the box, by taking it to the publication office, receives the money order it contains. Each day the papers print a map of the locality where the box will be hidden the next day.

New Pennsy Publication

The Pennsylvania Railroad is now publishing four semi-monthly organs, with a total circulation in excess of 250,000 each issue. The latest addition is published from St. Louis, covering news of the Southwestern Region of the system. L. B. Sisson is the editor. Similar semi-monthlies are issued from Pittsburgh, Philadelphia and Chicago.

WHAT OUR READERS SAY

Praise from an "Old Guard"

New York, November 3, 1923.

To Editor & Publisher: I am pleased to enclose herewith my check payable to Editor & Publisher for four dollars, and renewing my subscription from Nov. 18, 1923 to Nov. 18, 1924.

Something of an old guard newspaper man, for I have been a part of the affairs of daily newspapers and allied interests for a period of twenty-seven years, may I tell you that I have been during the past sixteen years a subscriber to the Editor & Publisher, and have noted the splendid widening and enlarging of the service which you have extended to your interested family of subscribers.

It has been said, and truly, that there is no stagnation in the scheme of life and that the individual company or corporation must either progress or retrograde. By this token Editor & Publisher has consistently and in a big and fine way, progressed through the years in every respect and upon every count.

May I extend my hearty congratulations in all that you have so notably achieved, and wishing you always more power, believe me.

CHARLES E. MILLER,
Publishers' Representative, New York.

New York Papers Fair

New York, November 5, 1923.

To Editor & Publisher: In view of the fact that we have occasionally heard criticisms to the effect that the large dailies are reluctant to print news regarding the efforts that are being made to protect the rights of the individual against compulsory medicine, permit us to express our appreciation through your valued columns of the fairness shown to the Citizens Medical Reference Bureau, 145 West 45th St., N. Y., by newspapers in Greater New York.

CITIZENS MEDICAL REFERENCE BUREAU
H. B. Anderson, Secretary.

On-to-London Praise

Cleveland, O., November 3, 1923.

To Editor & Publisher: What you are doing for the On-to-London movement is extremely interesting and I know that it will be helpful.

C. H. HANDERSON,
Publicity Manager, Union Trust Company.

How is Business?

How much is it worth to you to have the MERCHANTS of your community know that this question is being answered every day in your paper.

JOHN T. FLYNN'S daily column on BUSINESS answers this question every day.

You print daily a number of columns on the stock market.

But the merchants of your town are not primarily interested in the money and stock markets.

For every reader interested in stocks there are a score who are interested in general productive and distributive business.

It would be folly to ignore the stock market.

Is it not even greater folly to ignore the still wider field of general trade.

Examine the display advertising in your paper. You will see that the big advertisers are as follows:

Department stores	45%
Gents' furnishings	4%
Ladies' specialties	9%
Food	6%
Automobiles	5%

The men who run these stores will read Mr. Flynn's column on Business every day

BECAUSE

Back of this column stands the United Publishers' Corporation, the largest publishers of trade journals in the world. Mr. Flynn enjoys the aid of the unrivalled fact gathering facilities of the editorial boards of the Iron Age, Dry Goods Economist, Boot and Shoe Recorder, Hardware Age, Motor Age and a dozen other great trade news organizations directed by the United Publishers' Corporation.

You run a sport column, a woman's column, a column on books, the theatre, the stock market.

Can you afford to ignore BUSINESS

There is more about this daily business column and the service with it than can be told here. Write for particulars to

EDWARD F. ROBERTS
Editorial Director

U.P.C. News Service
Inc.
243 West 39th Street
New York City

THE
Daily Mail
BRITAIN'S NATIONAL NEWSPAPER

Penetrates every day throughout the length and breadth of the British Isles.

Its nation-wide influence is indispensable to the American Salesman planning to create a demand in Britain.

DAILY MAIL
New York Offices
289 Broadway
Telephone: Worth 7072

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A. B. C.

KELLY-SMITH CO.
Marlborough Bldg. New York
Lytton Bldg. Chicago

EVENING HERALD
Los Angeles, Calif.
Gained 20,347 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

MOST NEWS
The largest morning daily circulation in Pittsburgh
The Pittsburgh Post
MORNING AND SUNDAY
Daily Circulation 118,000
Sunday Circulation ...175,000
Member A. B. C.

America's greatest evening newspaper
NEW YORK EVENING JOURNAL

Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT
(*London Editor*, EDITOR & PUBLISHER)
London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

Bradford's Big Convention Rally: On two or three occasions in these notes I have suggested that the country districts of Great Britain outside London may not feel that they are likely to be counted in the 1924 convention movement, but the city of Bradford in Yorkshire has taken up the matter for itself and shown that its business men are going to associate themselves strongly with next year's event. The initiative was taken by H. Casaubon Derwent, of the Bradford Daily Telegraph, who was one of the British delegation to Atlantic City, and well over a hundred Yorkshiremen and women attended a banquet to discuss the Convention, the visitors including George L. Fleming, the American Vice-Consul; Sir Harold Mackintosh, of Mackintosh's Toffee, and several visitors from London, including John Cheshire and W. S. Crawford. The affair was such an interesting one that a fuller report must appear elsewhere and its success was of a nature that indicated that Bradford had given other provincial centres a lead they must follow.

The Tuesday Luncheon Idea Grows: That W. S. Crawford's "Tuesday Luncheon" idea is appreciated as a means of permitting free discussion of convention affairs was proved by the much larger attendance at the second luncheon this week (Oct. 23) and the interest shown by questions put. C. Harold Vernon announced that next week, instead of holding the meeting at the Connaught Rooms, a large party of advertising men would spend the afternoon at Wembley, to view the conference halls reserved for next July's convention.

Following Vernon came the Rt. Hon. G. H. Roberts, M. P., formerly a member of the British Government, and now chairman of the Westminster Advertising Service Ltd. Mr. Roberts claimed that in associating himself with this advertising agency he was but returning to an old love, since in earlier years he had charge of the advertising of a well-known proprietary (Coleman's "Wincarnis"). He expressed his entire sympathy with the convention movement, which would have his full co-operation, and sincerely honed that it would be carried to a successful issue.

As chairman of the Finance Committee, John Cheshire reported amid applause, that £16,000 ($80,000) had been already guaranteed, as well as many promises of hospitality and transport. Their aim was a fund of £50,000, and in reply to a question from Louis Kaufman as to how such a sum would be expended, said that it was the British determination to give the American delegates a right royal time. Horace S. Imber interpolated the remark that as something like 2,500 delegates were expected the amount mentioned would represent £20 a head, none too much for a good time.

A provincial visitor, Mr. Lockie, of Newcastle, expressed concern that the districts outside London suffered from lack of news, but was satisfied by Mr. Vernon's assurance that this had been completely covered and the provinces would be in full possession of details of all that had been done within a couple of days.

Other questions of local interest were raised, and the tone of the entire discussion revealed the fact that the movement is becoming a big thrill in advertising and newspaper circles.

Lord Beaverbrook Installed Aldwych President: The annual installation ceremony of the new president of the Aldwych Club invariably attracts one of the largest club gatherings of the year and that on Thursday, Oct. 18, maintained tradition, the president-elect being welcomed by as many diners as the club could find accommodation for.

Sir William E. Berry, Bart., who presided, duly installed Lord Beaverbrook with his chain of office, welcomed him as his successor and presented him on behalf of the club with a handsome silver Aldwych cup as a souvenir of the occasion. Sir William introduced several little pleasantries in his brief speech which amused his hearers. In returning thanks for his welcome, and the gift, it was evident that Sir William's remarks were not missed by Lord Beaverbrook, who retaliated with some amusing tilting at "the opposition." Lord Beaverbrook's best story was one disclosing the fact that at one time he thought he had secured the control of the Cassell publications. The deal was interrupted by a short holiday in Canada and on his return he found Sir William had purchased the business during his absence.

Another Beaverbrook Newspaper: The Pall Mall Gazette, one of the four evening newspapers published in London, has just been acquired by Lord Beaverbrook, who took over the Evening Standard in the Hulton deal. The Pall Mall, since it has been under the control of Sir John Leigh, has made considerable progress and as from Monday, Oct. 29, is merged into the Evening Standard. Sir John Leigh, its proprietor, has joined the directorate of the new deal combination.

The big deal is still the subject of considerable controversy, the latest public reference to it being from the lips of Sir Ernest Benn, head of the trade paper publishing house that bears his name, in a speech to the Industrial League and Council (a body formed for the purpose of promoting harmonious relations between employers and employed). "I am not at all happy," he said, "at the recent developments in the newspaper world, but I must admire the marvelous things that have been done in the production of newspapers. Suppose the genius and enterprise that made the Harmsworth Press had been exercised in the building industry. We would have had an ample supply of houses, with three parlors each, with a different bath for every size of baby."

Sir Charles Higham: (a correction) —I hasten to correct a slip made both in my cable and notes dealing with Sir Charles Higham and the 1924 convention. Sir Charles has not resigned his membership of the Thirty Club of London, his resignation applying to the club committees. The mistake was entirely mine.

Fleet Street Help for Hospital: Last year, Fleet Street's newspaper and advertising men combined to raise funds for St. Bartholomew's Hospital, and this year are repeating the "Fleet Street Week for arts" on an even wider scale. Now when the men of Fleet Street get going on a thing of this kind the world knows about it. Every newspaper has printed its appeal, the Lady Mayoress of London held a bazaar at the Mansion House and realized nearly £1,000, theatrical favorites gave special performances, big advertisers gave respectively a Bean four-seater car, a Columbia grafonola, motorcycles and other prizes in a ballot which should produce several thousands of pounds, and a vaudeville artist went to Covent Garden market and sang, "Yes! We have no Bananas" and auctioned bananas at from $4 to $10 apiece. Fleet Street has a kind heart.

When you come to London—
You will notice that eminent men and women who have the Nation's welfare at heart use JOHN BULL as a medium for addressing the public at large. This indicates the value of the paper to advertisers wishing to reach the homes of Britain.
JOHN BULL has the largest Net Paid Sale of any 2d weekly in the World. No Bonuses. No Competition.
For Advertising Rates and Particulars write:
Philip Emanuel, Advertisement Manager
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.
JOHN BULL

Again, for October—
730 Columns Gain
Continuing the revolutionary advance of recent months, The Evening Mail scores heavily again in advertising gains, registering a net increase of 730 columns for October. The net gain for five months past is thus brought to a total of 350,000 lines.
Advertisers everywhere are recognizing that it is impossible to secure any sufficient coverage of the Greater New York evening field without employing this strong section of circulation.
THE EVENING MAIL
NEW YORK, N. Y.
87th Year of Publication
Foreign Representatives: Paul Block, Inc., N. Y.

NEA NEA
News Feature Stories with Art Are Furnished Daily with—
NEA FULL SERVICE
Write or wire collect FOR SAMPLES AND RATES.
NEA SERVICE INC. 1200 W. 3RD STREET CLEVELAND, OHIO. NEA

Business Is Fine In Baltimore
The Automobile Commissioner reports the sale of
1000 AUTOS EVERY WEEK
You Can't Cover Baltimore Without
The Baltimore News
and
The Baltimore American
Ask for present-day facts on the Baltimore situation.

EDITORIAL

OUR NORTHERN BUSINESS BORDER

THE threatened Canadian embargo on pulp-wood exports to the United States is meeting with unexpected opposition on the other side of the border that threatens not only to wreck the plans of its backers, but at the same time to remove the entire proposition from the realm of diplomatic trading.

It was to be expected that a protest would come from men who count on their annual wood crop for a livelihood when an effort was made to take their principal market away from them and place them at the mercy of the Canadian manufacturer. It was not anticipated, however, that the home opposition would be so general and so emphatic.

The suggestion of Edward Beck, secretary of the Canadian Pulp & Paper Association, that in lieu of an embargo on pulp-wood an effort be made to secure a tariff concession from the United States in the shape of free admission of Canadian papers of other kinds than newsprint, speaks louder than all the testimony that has been given on the conservation of Canadian forests.

Since they have now got down to fundamentals why not a Canadian-American commission to go into the entire subject of tariffs on all merchandise crossing the theoretical line that divides us? We have the word of the master statesman, Lloyd George, that it is the finely woven skein of trade that enmeshes peoples in hates and is the underlying cause of wars.

We want no hates on this continent, so why not kill them in their infancy through blocking efforts toward diplomatic trading. The only way to do it is by going to the heart of the matter openly.

Europe was made a battle-ground because Europeans did business through a diplomacy that had as its first consideration taking all the profit away from the other fellow.

Let us find out how the United States can be of the greatest help to Canada, and how Canada can be of the greatest help to the United States, and set up business on that basis. It is the kind of example in internationalism that the rest of the world needs right now.

CONSOLIDATIONS AND FREEDOM

RECENT newspaper consolidations in England have been a matter of deep concern in certain quarters. This is plainly reflected in the issue of the Newspaper World (London) for October 27. That publication is to be congratulated for leading that number with caustic and pessimistic views of "a spectator" and "a working journalist." It is the proper function of every newspaper to bring opinions, such as these, out into the open in order that they may be fully discussed.

Turning the pages of the same issue, however, we find solution for all the problems that vex the leading contributors in a statement of newspaper principles by Lord Beaverbrook, owner of the London Express and party to the recent consolidations. Speaking at Old Ship Hotel he said, in part:

"And I can summarize in a few sentences what I think ought to be the fundamental policy of any newspaper and every newspaper. A newspaper ought to stand for equality of opportunity, a fair chance for every man to develop his character and to use his energy to make for himself the life he desires with no privilege to any class. That newspaper is wisely directed, and directed in the public interest, which insists on the liberty of the individual, the right of every citizen to be free and happy—to be free and to be happy in his own way, so long as he harms no one."

So long as newspaper men adhere to the expressed principles of Lord Beaverbrook, the future will hold no fears; dangers that come from digression will only be passing incidents.

THERE is a glamour about New York that naturally attracts men and women and draws them from every part of the world. That is why New York is the world's intellectual center and the city of greatest journalistic opportunity. After all, people are journalism's inspiration. While we cannot help but admire the ambition of the individual it is only fair to warn that the journalism of the metropolis today has a place only for the man or woman of exceptional ability.

SCRIBES AND PHARISEES

ST. MATTHEW
Chapter XXIII: 1-8

THEN spake Jesus to the multitude, and to His disciples,

Saying, The scribes and the Pharisees sit in Moses' seat:

All therefore whatsoever they bid you observe, that observe and do; but do not ye after their works: for they say, and do not.

For they bind heavy burdens and grevious to be borne, and lay them on men's shoulders; but they themselves will not move them with one of their fingers.

But all their works they do for to be seen of men: they make broad their phylacteries, and enlarge the borders of their garments,

And love the uppermost rooms at feasts, and the chief seats in the synagogues,

And greetings in the markets, and to be called of men, Rabbi, Rabbi.

But be not ye called Rabbi: for one is your Master, even Christ; and all ye are brethren.

FLOOD TIDE

WALL STREET pessimism during October was not shared by advertisers in the New York newspapers, emphatically not. Augmented, no doubt, by the messages which the pressmen's strike kept unuttered during late September, the volume in October touched heights that have never been approached. The total of 16,400,000 agate lines was amassed by fifteen newspapers, which topped by over 300,000 agate lines the peak raised last year by the seventeen that were then tabulated. One of the two missing papers, the Globe might have been expected to carry 800,000 lines during the month. The Commercial, whose totals were not listed this year, probably would have added another 300,000 lines. Four Sunday issues were published this October, against five last year.

While October is normally the high month of the year, the New York peak is far higher than the plotted curve of the year's business would justify. Evidently, some of the millions of dollars that the strike was supposed to have annihilated find no pleasure or profit in oblivion and have resumed their occupation of making more millions for those who know how to use them.

November 10, 1923 Volume 56, No. 24

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

James Wright Brown, Editor.
Ben Mellon, Associate Editor.
Arthur T. Robb, Jr., Managing Editor.
Fenton Dowling, Business Manager.
J. B. Keeney, Advertising Manager.
George Strate, Circulation Manager.

London Editor: Herbert C. Ridout; Business Representative, H. Rea Fitch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
St. Louis: Roy M. Edmonds, 1638 Arcade Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
Washington: Sam Bell, 26 Jackson Place.

10 *cents a copy; $4 a year; foreign $5; Canadian $4.50*

BLIND EDITORS

THE war against free publicity is going forward steadily and under a new line of attack directed against the responsible editor seems to be making greater headway than a few months ago. The best sign of the times is found in the increasing number of press agents who are again seeking places in the ranks of journalism. Whether such men will ever be as good newspaper men, from the standpoint of public interest, is questionable.

Free publicity was one of the leading topics of discussion at the recent meeting of the Inland Daily Press Association and there it seemed to be agreed that press agents were only permitted to fatten at the newspapers' expense because some editors have eyes but refuse to use them. Editors are the men against whom criticism of the press agent and propaganda evil should be directed.

The value of a newspaper is fixed by the confidence the public places in its columns. More often than the editor realizes, his reading public recognizes free publicity and is guided by that in placing a value on the entire contents.

The public has a right to be suspicious of the newspaper that gives a large amount of space over to free publicity and the wise advertising agent will advise his client of the decreased merit of such a newspaper as an advertising medium.

Some day a wise advertiser will fire the free publicity expert of his organization and invest the additional amount in regular advertising space with the stipulation that his copy will not appear on the same page with any free publicity.

THE ADVERTISING SHOW

NO one can accuse advertising advocates of hiding their tricks. New York and many visitors from other states in the Union will be shown exactly how it's done next week, when the Advertising Exposition will be presented to the public, under the auspices of the Advertising Club of New York.

More than one hundred exhibitors will prove by display:

That advertising lowers cost to the consumer.

That advertising has raised the standard of living.

That advertising kills contentment and incites desire.

Many who make up the reading public of the United States, without understanding, scoff at advertising. The better mouse trap will be found through deepest forests, they think. All the while, nevertheless, they have been guided to the best merchant, the best manufacturers, and have bought their goods under the influence of display copy carried by the daily press or other media. The influence will be explained to them.

And, again, many thousand persons with good and necessary products to sell have refused to consider the advantages of advertising appeal. They will be graphically shown these advantages at the New York Exposition.

Surely such doubters will be confirmed to advertising benefits. Then the aim of the exposition will have been accomplished—that aim, which, as announced by the promoters, is "to bring about a common understanding of advertising."

THE STABILIZER OF REASON

WHEN the complete story of the Japanese earthquake and fire is finally written the names of the newspaper men of Tokyo will be given a high place on the scroll of journalistic fame.

Only now is the story behind the story of disaster beginning to come through and it is filled with incidents of heroism and leadership on the part of members of the press who cast personal considerations aside and bent every effort to bring order out of chaos by informing and assuring a public mind that had lost the power to reason.

No other business or profession suffered more in the catastrophe; no other responded so quickly to the needs of the hour. The bayonets of the military meant nothing to the crazed sufferers who had just witnessed death in a thousand forms, but the immediate resumption of the press brought back the power to reason and was the greatest single factor in preventing a sudden wave of anarchy.

PERSONAL

EDWIN F. GAY, president of the New York Evening Post, was re-elected chairman of the committee on elections as well as head of the committee on administration and accounts of the board of overseers of Harvard College.

Robert Scripps, editorial director of the Scripps-Howard Newspapers, is in New York this week.

Maj. Frank Knox, publisher of the Manchester (N. H.) Union and Leader, has announced that he will be a candidate for governor of the state on the Republican ticket.

John M. Imrie, managing director of the Edmonton (Alta.) Journal, and formerly manager of the Canadian Daily Newspapers Association, has been elected vice-president of the Edmonton Board of Trade.

James E. Skewes, former publisher of the Danville (Ill.) Press, visited his old home last week en route to Meridian, Miss., where he owns a paper.

Dan Whetstone, publisher of the Cutbank (Mont.) Pioneer Press has been appointed head of the division of labor and publicity in the Montana state department of agriculture. He succeeds Charles D. Greenfield, Jr., former Butte and Helena newspaper man, resigned.

G. B. Dealey, president and general manager of the Dallas (Tex.) News, was a recent visitor on Mount Sequoyah, Ark.

Charles. T. Shearer, former managing editor of the Butte (Mont.) Daily Post, was the honor guest at a dinner given by friends and newspaper associates last week on the eve of his departure for Los Angeles to become business manager for the Vanderbilt interests, including the Illustrated Daily News. Mr. Shearer terminated a residence in Butte of almost 0 years when he left for California.

James C. Dayton, publisher of the New York Evening Journal, sailed Saturday, Nov. 3, for Europe.

Prof. A. L. Stone, dean of the School of Journalism of the University of Montana, is in Chicago on a visit to his son and his daughter-in-law, Mr. and Mrs. George Putnam Stone. The younger Mr. Stone is a member of the Chicago Daily News staff.

Lou E. Holland, president of the Associated Advertising Clubs of the World was re-elected president of the Witte Grove Golf and Country Club of Kansas City, Mo.

Charles W. Fear, editor of the Joplin (Mo.) Labor Record, and president of the Ozarks Press association, has been named editor of the Missouri Blue Book, to be issued about Dec. 1.

Mrs. William Allen White, wife of W. A. White of the Emporia (Kan.) Gazette is reported to be seriously ill at her home in Emporia.

H. V. Jones, publisher of the Minneapolis Journal and a director in the Associated Press, is a visitor to New York and is at the Belmont Hotel.

Wallace R. Farrington, Governor of Hawaii since 1921, and owner of the Honolulu Star-Bulletin, paid a visit last week to his old home at Orono, Me.

IN THE BUSINESS OFFICE

RAYMOND M. GUNNISON, secretary, Brooklyn Eagle, has been elected chairman of the Brooklyn Christmas Seal Committee for 1923, to succeed the late Walter C. Burton.

Joe T. Sellars, circulation manager of the Mayfield (Ky.) Messenger, recently spent a week hunting and camping near Phillippy, Tenn.

Warren Wright has joined the classified advertising staff of the Danville (Ill.) Commercial-News, as a solicitor.

Miss Margaret Van Voorhees is a new member of the classified advertising department of the Danville (Ill.) Commercial-News.

Ben McCanna of the Chicago Tribune classified advertising department, every Monday evening in the Tribune office holds classes tending toward the improvement of copy writing, selling, etc.

Ralph Mitchell, formerly with the Capper Publications, has been made manager of the Kansas City office of the St. Louis Post-Dispatch, with offices in the Graphic Arts Building.

F. R. Geneva, advertising manager of the Des Moines (Ia.) Register and Tribune, addressed the Cedar Rapids Ad Club Oct. 29, discussing "Attainable Ideals in Newspaper Advertising."

IN THE EDITORIAL ROOMS

RICHARD V. OULAHAN, chief of the Washington Bureau of the New York Times, has left the capital for a three months' tour of the Orient on an assignment for his paper. He sailed from Seattle Saturday, Nov. 3, aboard the President Jackson. Japan, China and the Philippines will be included in his tour.

Gene Carr, artist for the New York World, resigned this week.

Maria Sermolino, former publicity director of the Anne Morgan Committee for Devastated France, returned from Italy this week. While in Italy she did some work for the NEA service.

Mrs. Ida Bailey Allen, domestic science specialist of the New York Evening Mail, is delivering a series of lectures and cooking demonstrations before the young women of the Church of the Intercession, New York.

Robert J. Fithian, general manager of the Evening News Company of Bridgton, N. J., has returned from a trip abroad.

John H. Kelly, editor of the Sioux City (Ia.) Tribune, has been elected president of the Sioux City Society of Fine Arts.

Bradley J. Smollen, who has been in the scenario game for some time, is back on the Chicago Herald and Examiner copy desk. He is planning to return shortly to the coast, where he has been successful in the movie writing business.

Juan Fugita, the poet-photographer of the Chicago Evening Post, is the author of a volume of poems published by Covici-McGee, Chicago. It is entitled "Tanka," a Japanese word meaning short poems.

Russell Hussey, son of Frank Hussey, business manager of the Chicago Evening Post, will shortly be released from an Indianapolis hospital where he has been confined since being seriously injured in an automobile accident several weeks ago.

Joseph Dugan has resigned from the staff of the Chicago Evening Post to devote his entire time to the publication of the "Community of Hinsdale," a weekly paper recently established in that suburb.

Frank Ridgeway, agricultural and veterinary editor of the Chicago Tribune, was a visitor in Clarence, Mo., last week, where his parents and other relatives reside.

W. R. Rose, associate editor of the Cleveland Plain Dealer, is confined to his home by sickness.

C. C. Watson, editor of the Monette (Ark.) Sun-Times, visited Jonesboro recently on business.

James O'Phelan of the St. Paul Pioneer Press has been transferred from the copy desk to the sports department.

Burg Copeland, copy reader on the Great Falls (Mont.) Tribune, has gone to Chicago to do newspaper work.

E. A. O'Hara, general manager of the Syracuse (N. Y.) Herald, is the father of twins, a boy and girl.

Myron W. Tarbox, editor of the Jackson (Mich.) Saturday Evening Star, now 78 years old, is visiting relatives in Albany, N. Y., after an absence of thirty years. Mr. Tarbox began his newspaper work on the Albany Express more than 50 years ago.

J. Beauchamp, of the Montreal staff of La Patrie, has left Canada for Paris, where he intends to continue his journalistic work.

Sam Putnam of the Chicago Evening Post has written a play which will shortly be produced at the "Play-Shop."

Ben Hecht has created a stir in Chicago with the publication of the first installment of his "Memoirs of a Newspaper Reporter" in his Literary Times.

William Fort, Federal Building reporter for the Chicago Daily News, has been confined to his home for several days with illness.

Llewellyn Jones, literary editor of the Chicago Evening Post, spoke on "Fact and Fancy About Psycho-analysis," Nov. 4, to members of the Workers' University Society, in the Studebaker Theater.

Miss Clara Marr, women's clubs editor of the Portland (Ore.) Oregonian, has resigned and been succeeded by Miss Jessie Thompson, formerly head of the information bureau.

Faith Jean Kimball, daughter of the editor of the Independence (Ore.) Enterprise, is the youngest co-ed at the University of Oregon. She is fifteen years old and is registered in the school of journalism.

Mr. and Mrs. Arthur G. Ivey are the parents of a son, born Oct. 8. Ivey is on the editorial staff of the Tampa Times.

Henry A. Farnham, connected with New York newspapers for several years, will return to the Bangor (Me.) Commercial as telegraph editor, succeeding Frank G. Averill, resigned.

Irwin F. Harrison, night city editor, Sioux City (Ia.) Tribune, is now day city editor.

Miss Judith Waller of the Chicago Daily News Radio Department is in New York on business.

Willis O'Rourke of the Chicago Evening American has returned to work after several weeks' illness.

Mrs. Emil Hubka, wife of the city editor of the Chicago City News Bureau, is recovering in the Oak Park Hospital from an operation.

Earl Leddy, formerly of Ypsilanti, Mich., is now editor of a country newspaper in West Salem, Ohio.

H. F. Whitted is now night city editor of the Sioux City (Ia.) Tribune.

Mrs. Harry J. Stone, wife of the cartoonist and columnist of the Lewiston (Me.) Journal, has joined the Bates College Publicity Bureau in Lewiston. Mrs. Stone formerly was society editor of the Lewiston Journal.

Charles H. Carson, for the past eight with the Roanoke (Va.) Times and Roanoke World-News, as reporter, feature writer, and lately assistant advertising manager, is now in charge of the Johnson City (Tenn.) Staff, as general manager.

J. S. Russell, editor of the Sac City (Ia.) Bulletin, will be the principal speaker at the Armistice Day program Nov. 14, before the Lions' Club of Sioux City, Ia.

Oscar A. Shepard has resigned from the editorial staff of the Lewiston (Me.) Journal to take a position in the general offices of the Maine Central Railroad, Portland.

Frank G. Averill has resigned as telegraph editor of the Bangor (Me.) Commercial, having been appointed agri-

FOLKS WORTH KNOWING

JOHN N. HARMAN, vice-president and general manager of the Brooklyn Times, was elected sheriff of Kings County, New York, No. 6, by a majority of 72,000 votes.

JOHN N. HARMAN

Harman is a newspaper man, who, after long and varied experience, is quite able to combine his business and politics.

Born in Oswego, N. Y., in 1874, he graduated from the Watertown High School and attended Cornell University.

His first newspaper assignment was as reporter for the old Utica (N. Y.) Herald. He later came to New York, but immediately crossed the bridge to Brooklyn, where he became a reporter on the Brooklyn Standard-Union. Then he transferred to the Brooklyn Eagle, progressing there from reporter to assistant city editor. He still retained the title of assistant city editor when he went over to the Brooklyn Citizen, later becoming city editor. As city editor he finally became associated with the Times and has been connected with that newspaper ever since, winning a promotion to editorship and now being the vice-president and general manager.

The position of sheriff is not the first political job held down by Harman. For the last six years he has been Park Commissioner of Brooklyn.

The following papers have renewed their contracts for the Haskin Service for another year.

The Wilmington Every Evening

The Saginaw News-Courier

The Superior Telegram

The Flint Daily Journal

The Ithaca Journal News

cultural editor of the University of Maine, College of Agriculture.

George Bingham, author of "Dog Hill Paragrafs" and former newspaperman of Mayfield, Ky., left Nov. 5 for a lecture tour through the south. His subjects are "Shucks" and "Something Else."

Percival P. Bachelor, assistant city editor of the Portland (Me.) Express and city editor of the Sunday Telegram, has been commissioned in the National Guard Coast Artillery and placed in command of the Headquarters Battery of the 240th Artillery, with station in Portland.

Paul Bruner, formerly chief copy reader of the Kansas City Journal, has been appointed assistant city editor.

Dan Kelliher has succeeded Jack Condick as city editor of the Kansas City Journal.

William M. Sutton, former New York and Washington newspaperman, is doing rewrite and special assignments on the Kansas City Journal.

Thomas Ormiston, formerly head of the copy desk of the Kansas City Times, has been appointed city editor, succeeding Charles I. Blood, who will handle make-up.

Wesley Izzard, recent graduate of the University of Illinois journalism school, has been appointed head of the copy desk of the Kansas City Journal.

Richard W. Westwood has resigned as State House man of the Christian Science Monitor, Boston, to become associate editor of Nature Magazine, Washington.

MARRIED

FRANK O. LARSON, business manager of the Tulsa (Okla.) World, to Mrs. Beulah Rummell at Tulsa, Oct. 31.

Harold Elmer Grace, advertising manager of the Charleston (West Va.) Gazette, to Miss Nell Lehnis Smith, Oct. 25. The bride is the sister of Robert L. Smith, general manager of the Gazette.

George T. Morey, advertising manager of the Naples (N. Y.) News, to Miss Florence Leona Bardeen.

C. C. McGill, former Detroit newspaper man, now news editor of Automobile Topics, to Jean Ireland in New York, Nov. 7.

R. M. Latham, veteran editor of the LeMars (Ia.) Sentinel, to Ruth Hopkins of Wesley, Ia.

Miss Anna E. Nolen, editor of the Monroe City (Mo.) News and secretary of the Missouri Press Association, to P. M. Christian, a young business man of Monroe City, in St. Louis, Nov. 2.

Fred Groth of the Rockford (Ill.) Morning Star mechanical staff to Dorothy Lovelace.

Willard R. Smith, one time publisher of the DeWitt (Ia.) Observer, and now of the Des Moines News staff, to Miss Grace Parkhill of Davenport, Oct. 25.

Donald Paul McCrea of the Washington (D. C.) Herald to Miss Vivian Harris, Nov. 1, at the home of the bride's parents in Cedar Rapids, Ia.

Lewis A. Randolph, city editor of the Macomb (Ill.) Journal, to Grace L. Hinman of Adair, Ill., Oct. 27, at Moline, Ill.

Glenn V. Kraus, editor of the Marshfield (Wis.) Daily News, to Miss Inez M. Noll, Oct. 27.

The engagement of Joseph Dugan, member of the Chicago Evening Post staff, to Miss Isabel Stone Schaefer has been announced.

H. E. Grace, advertising manager of the Charleston (W. Va.) Gazette, to Miss Nellie L. Smith Oct. 25. The bride is a sister of R. L. Smith, business manager of the paper.

HOLDING NEW POSTS

JOHN BURKE, from director Universal Service Bureau, London, to night editor, New York American.

Elwood Trouman from business office, Rockford (Ill.) Register-Gazette to stereotype room.

Miss Selma Miller from staff of San Francisco Bulletin to Salt Lake City Telegram.

Tom Wade, from assistant publicity director, Montana State Agricultural College, to sports desk, Great Falls (Mont.) Tribune.

H. G. Funkhauser of Kansas City to Ft. Madison (Ia.) Democrat staff.

Orville Welch, from head of New York American copy desk to copy desk, New York World.

Robert Emery, from Minneapolis Tribune to copy desk, St. Paul Pioneer Press.

Paul I. T. Motry to staff of the Sandusky (O.) Star-Journal, replacing George Beeken, resigned.

A. Myron Harris, city editor, Gary (Ind.) Post-Tribune, to managing editor.

Robert B. Phillips, to city editor (Gary (Ind.) Post-Tribune from Ann Arbor (Mich.) Times-News.

Arnold Coons, from sporting editor Kenton (O.) News-Republican to assistant city editor, Gary (Ind.) Post-Tribune, replacing O. T. Gurnee, who has taken a position in Indiana Harbor, Ind.

W. A. Markland, managing editor, Danville (Ill.) Commercial-News, to city editor Pontiac (Mich.) Press.

Ben Colby, from city editor Lexington (Ky.) Herald to Chattanooga (Tenn.) News staff.

Frank Wing, from Baltimore Sun to rewrite staff, Syracuse Journal.

Miss Claire O'Brien, from society editor Chattanooga (Tenn.) Times to club page, Chattanooga News.

A. W. Thorne, from reportorial staff St. John (N. B.) Telegraph-Journal to London Advertiser.

George W. Pease, from Pratt (Kan.) Republican, to telegraph editor, Little Rock (Ark.) Gazette.

George M. White, from Albany Knickerbocker Press copy desk to Springfield (Mass.) Union copy desk.

IN THE AGENCY FIELD

W. E. ARMSTRONG, for the past four years in charge of the Chicago office of the Harvey Blodgett Company, has joined the Chicago office of Albert Frank & Company, advertising agents.

The Condon Advertising Agency of Tacoma, Wash., has changed its name to Condon-Milne, Inc., with Tacoma offices at 429 Perkins Building and Seattle offices at 555 Central Building. John Condon is president of the new organization and manager of the Tacoma office, and R. P. Milne is vice-president of the firm and manager of the Seattle branch.

WITH THE ADVERTISERS

C. BROOKS MIDDLETON has been appointed director of the advertising departments of the National Association of Retail Clothiers and Furnishers, the organization has announced. He will act in an advisory capacity, in connection with all problems of the members pertaining to newspaper, direct mail, outdoor and other forms of advertising except window display, which is under the direction of Tom Leslie.

Helen L. Cass, advertising manager of Cotrell and Leonard, Albany, N. Y., has resigned to accept a position in the store service bureau of the Standard Corporation of New York.

DAYS OF SPORT

MANY western colleges are sending in their entries to the newest meet to be promoted by the Chicago Tribune Athletic Association, a cross-country run to be held Nov. 17.

An annual memorial golf tournament is to be launched next week at the Commonwealth Golf Club, Boston, in honor of the late John J. McNamara, automobile editor of the Boston Post, with Hub automobile and newspapermen participating. A handsome solid silver trophy valued at $200 has been offered which will remain in possession of the club, the winner each year to be presented a smaller duplicate.

NEWS SERVICE AND SYNDICATES

C. A. "DOC" RENKIN, Associated Press operator for the Burlington (Ia.) Hawk-Eye since last April, has traded posts with James Norton of the Omaha Bee telegraph room.

B. H. Christian, who has been Associated Press correspondent at Olympia, Wash., has been transferred to the San Francisco office. He has been succeeded in Olympia by Harold Turnblad, who was transferred from Seattle.

The Andalusia (Ala.) Star, the Mayfield (Ky.) Messenger, and the Meridian (Miss.) Star have been elected to membership in the Associated Press.

E. L. Powell, who has been on a visit to New York and other cities, has returned to Manila, P. I., where he is correspondent for the Associated Press.

The Freeport (N. Y.) Daily News has been elected to membership in the Associated Press.

ASSOCIATIONS

MRS. FRANCES HEWETT CROUSE was the principal speaker at the regular meeting of the Women's Advertising Club of Chicago, Nov. 6. The program was based on advertising in relation to Chicago.

Byron L. Shinn, attorney for the Associated Advertising Clubs of the World, was the speaker at the dinner of the Albany Advertising Club, Monday evening, Oct. 29. His subject was "Truth in Advertising."

Editors of western Iowa met at Council Bluffs last Friday at a meeting in which R. D. Shepard of Defiance, Ia., presided. Newspaper problems were discussed. At noon the editors were guests of the Rotary Club.

Edwin A. Scott, president of the Edwin A. Scott Publishing Company, New York, has been elected treasurer of the Associated Business Papers, Inc., by its executive committee, to succeed Henry Lee, of the Simmons-Boardman Publishing Company, resigned.

The Spokane, Wash., Ad Club, under the direction of Frank Zoerlin, managing secretary, staged a community Hallowe'en celebration which was attended by approximately 5,000 men and women, appropriately costumed for the occasion. More than 100 floats took part in the parade, which was followed by street dancing and merry-making.

The Ontario Provincial Dailies Association met in conference with the Canadian Association of Advertising Agents at the King Edward Hotel, Toronto, on Oct. 30.

CHANGES OF OWNERSHIP

THE Vinton (Ia.) Eagle, founded Jan. 10, 1855, has been sold by Edward Murphy to E. S. Shortess of Chicago.

The Herald printing house at Rhinelander, Wis., has been bought by Daniel O'Neill, formerly of the Mining Journal of Marquette, Mich. H. L. Bushnell, the

Encourage Churches To Use More Space

Advertising by most churches consists of an announcement of the sermon topics. It ought to be more. Churches have more to "sell" the community than a sermon.

To help coordinate these separate advertisements and to provide a background, many papers are using general church promotional copy such as Series 4 issued by the Church Advertising Department.

This series has been reserved by papers in towns of Iowa, Illinois, Pennsylvania, Massachusetts, New Jersey and other states.

The 25 ads are short, addressed to general readers of the paper. The price for use is low — $10 for most papers. This gives exclusive privileges.

Send for proofs. We'll not bother you with persistent follow up.

HERBERT H. SMITH

518 Witherspoon Bldg. *Philadelphia, Pa.*

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

retiring owner, will take up his residence in California.

J. M. Drummond and C. L. Fagan, since January, 1920, editors and proprietors of the Stuttgart (Ark.) Arkansawyer, recently dissolved partnership. Mr. Drummond is continuing the paper, having purchased the interest of Mr. Fagan.

The Maywood (Mo.) Missourian, a weekly owned and published by Hewitt and Thompson, publishers of the Shelby County Herald, Shelbyville, has been sold to C. W. Stinson, publisher of the Lewistown (Mo.) Record and the Knox City News.

Earl C. Brownlee, for the past six years a member of the editorial staff of the Portland (Ore.) Journal, has bought an interest in the Oregon City Banner-Courier, a semi-weekly, in partnership with State Senator F. J. Tooze.

S. M. and F. E. Stouffer, for 30 years publishers of the Sac City (Ia.) Sun, have announced the dissolution of their partnership, the junior partner, F. E. Stouffer, retiring from the direction of the newspaper. S. M. Stouffer, senior member, who has had charge of the editorial direction of the newspaper for 30 years, will be assisted in the control of the paper by S. A. Stouffer, his son.

R. F. Ragland, owner of the Easton (Kan.) Transcript, a weekly, has sold his interest in the paper to D. E. Skaggs, formerly of Indiana, who with H. F. Lindenstruth, of Missouri, have assumed charge. Ragland has made plans to locate in Mississippi.

Ralph G. Braye, associate editor of the Bunceton (Mo.) Eagle has purchased the Cass County (Mo.) Leader from Frank Armstrong, of Harrisonville, where the paper is published. He assumed charge at once.

NEW PLANTS AND EQUIPMENT

THE Elgin (Ill.) Courier has ordered additional press equipment, making possible a 24-page daily.

The East Aurora (N. Y.) Advertiser has purchased the building formerly occupied by the East Aurora postoffice and will move to the new quarters after alterations are completed.

The Marshalltown (Ia.) Times-Republican recently installed a Hoe 24-page press.

The Booneville (Ark.) Progress has purchased new type for the composing room.

SUSPENSIONS

JOHN L. YOST, publisher of the Mountain View (Mo.) Booster, has announced the suspension of the paper. He is moving to Crook, Colo.

The Marshall County Enterprise, weekly paper of Hardin, Ky., has suspended publication.

The Kanabec County Forum, a Nonpartisan league organ published at Mora, Minn., has suspended.

The Albert Lea (Minn.) Publishing Company has discontinued its weekly edition, the Times-Enterprise. Its daily, the Evening Tribune, is covering the field.

The Nashville (Kan.) Journal has suspended publication. Clyde Walters, owner and editor, has moved the plant to Zenda, Kan.

Cassville (Ill.) Record has suspended. J. H. Klauer, editor, is leaving for the West.

The Middle River (Minn.) Pioneer has been suspended indefinitely.

SPECIAL EDITIONS

TULSA (OKLA.) TRIBUNE, a Fall Style edition, Oct. 7.

Laurel (Miss.) Leader, a 36-page 12th anniversary edition, Oct. 23.

Denison (Ia.) Review, a 66-page Farm Bureau edition, Oct. 24.

The Johnson City (Tenn.) Staff, an 82-page Historical Edition, Oct. 31, on the occasion of the state conference of the Tennessee Daughters of the American Revolution.

St. John (N. B.) Telegraph-Journal, a 60-page edition, Oct. 29, in connection with the opening by Lord Byng, Governor-General of Canada, of the new drydock of the St. John Drydock and Shipbuilding Company.

The Honolulu Advertiser, a Maui Fair Airplane edition, Oct. 11.

Calgary (Alta.) Herald, an 82-page fortieth anniversary edition, Oct. 13.

Painsville (O.) Telegraph, a 30-page Farm Bureau edition, Oct. 18.

Sandusky (O.) Register, a special farmer's edition, Oct. 14.

COAST MEN TO DISCUSS ADS

More Than 30 Newspapers to Join in San Francisco Meet, Nov. 13

More than thirty newspapers, exclusive of those published in San Francisco, have accepted invitations to the meeting of Pacific Coast Newspapermen to be held in San Francisco, Nov. 13, under the auspices of the Bureau of Advertising, American Newspaper Publishers Association.

Numerous matters regarding the development and improvement of newspaper advertising on the Pacific Coast will be discussed. William A. Thomson, director of the Bureau of Advertising, will be present and will deliver a report of the work of the Coast office of the Bureau.

Some of the problems to be considered follow:

1. The Pacific Coast newspaper's part in putting community campaigns in newspapers.
2. The newspaper's opportunity of further developing the interest of local jobber, dealer and retailer in Pacific Coast newspaper advertising.
3. Transmitting this work to the national advertiser not using newspapers.
4. The solicitation of the local newspaper, at the request of the magazine advertiser, to tie up with the local distributor.
5. The possibility of Pacific Coast newspapers uniformally selling the coast market.
6. Developing the billboard advertiser's attention to the value of newspaper advertising on the coast.

Adds Weekly to List

The Port & Terminal Publishing Company, Inc., of Whitestone, N. Y., has just added another publication to its list. This is the Bayside (N. Y.) Review, a weekly. The company during the past two years acquired four publications. The concern now publishes, besides the new member of the family, the Whitestone Herald, the College Point News, both weeklies, in New York State; Port & Terminal, national publication on port development, the Port of New York Annual, the American Ports Annual and Directory, and the Port & Terminal Construction Weekly.

Bagley to Lawrence (Mass.) Telegram

Kimball G. Colby of the Lawrence (Mass.) Telegram has announced the election of W. H. Bagley as full associate and co-publisher of the newspaper. Bagley was for a number of years managing director of the Raleigh (N. C.) News and Observer owned by Josephus Daniels, Secretary of the Navy during the Wilson administration. He was later publisher of the Fort Worth (Tex.) Record and the Wichita Falls Record-News.

Staten Island Advance Sold

Blanchard M. Preble, publisher of the Staten Island Advance, Borough of Richmond, New York City, has sold that publication to S. I. Newhouse, and removed to Montclair, N. J., where he will operate a newspaper. Mr. Newhouse has announced William Wolfe as business manager, and St. John McClean, as managing editor of the Advance. The new owner has been associated with the Bayonne (N. J.) Times for the past ten years and will continue as its directing head.

WEST VIRGINIA

The cities represented in this list are the principal marketing and distribution centers of the State.

One of the striking characteristics of West Virginian cities is the newness of everything. They are not made over cities. They are new. No reconstruction—rather construction. New buildings—new stores—new hotels—new pavements—new homes—and everything up to the very last minute in up-to-dateness.

It is typical of West Virginia. Everything must be modern.

Such a territory is a good territory in which to sell modern merchandise.

An aggressive advertising campaign can be operated in West Virginia at a comparatively small cost.

WEST VIRGINIA IS

the most Northern of the Southern States
the most Southern of the Northern States
the most Western of the Eastern States
the most Eastern of the Western States

and can be added to advertising campaigns operated North, South, East or West for a small additional appropriation.

Buy space in these daily newspapers.

		Circulation	Rate for 5,000 lines
Bluefield			
**Telegraph	(M)	10,495	.04
Charleston			
*Gazette	(M)	19,529	.06
*Gazette	(S)	23,122	.07
Clarksburg			
*Exponent	(M&S)	8,091	.03
**Telegram	(E)	10,410	.04
**Telegram	(S)	13,198	.045
†Fairmont Times	(M)	7,675	.03
Huntington			
††Advertiser	(E)	10,596	.035
**Herald-Dispatch.	(M)	13,506	.035
**Herald-Dispatch.	(S)	13,458	.04
Martinsburg			
*Journal	(E)	4,037	.03

		Circulation	Rate for 5,000 lines
Parkersburg			
††News	(M)	7,327	.025
††News	(S)	8,919	.025
**Sentinal	(E)	7,486	.03
Wheeling			
†Intelligencer	(M)	12,797	.0325
†News	(E)	15,261	.05
†News	(S)	18,719	.07

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

The Indianapolis News is different

The home delivered circulation of the News in Indianapolis exceeds that of the morning daily and the other evening paper combined.

The Indianapolis
NEWS

IN NEW ORLEANS NOW IT'S THE STATES

Largest afternoon city circulation.
Largest afternoon circulation in New Orleans trading territory.
Total daily over 52,000
Total Sunday over 77,000
1922 advertising gain, 1,025,432 agate lines.
Greatest record in the South.
Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by
JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco
and
S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

New Records

From nothing to 200,000 in seven months on Sunday—From 25,000 to 200,000 in eleven months Evenings. Watch for the next chapter.

DETROIT
Evening and Sunday
TIMES

THE BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.

BOSTON AMERICAN

IN the days of personal journalism, now long submerged by the seals of corporate newspaper enterprise, millions of readers were familiar with the names of molders of public opinion whose individuality towered high above the mediums through which they found expression. Horace Greeley, Charles A. Dana, Henry Watterson, Joseph Medill, Murat Halstead, were commentators whose voices meant more to the people of their time than did the titles of the newspapers which they edited. The opinions of The New York Tribune, The New York Sun, the Louisville Courier-Journal, the Chicago Tribune, the Cincinnati Commercial were accepted as the views of these commanding intellects, and respected accordingly. All these men had a devoted personal following and the natural complement of bitter personal enemies. Their influence was commensurate with the height of the housetops which they used as their rostrums.

But all the journalists of the old school were not personal journalists. There were some, of ability no less than those whose identity shone in the limelight, who wrought modestly for the public welfare without any fanfare of trumpets. There were men who wrote vigorously and incisively their shrewd analyses of public events for the guidance and information of large circles of readers without seeking to capitalize the fame to which they were entitled. Such a one was Theodore Wright, retired editor-in-chief of the Philadelphia Record, one of the Grand Old Men of journalism, whose ninety-third birthday his affectionate associates of the Record staff commemorate today.

It is neither meet nor just that the Record's feeling of respect, admiration and gratitude for the long and faithful services of its exceptionally gifted patriarch—the head of a large and growing family—should await expression until such time as its tribute shall fall upon unhearing ears. We prefer to use this, his natal day, as a fitting occasion to spread his record upon the minutes.

Theodore Wright, contemporary of most of the personal journalists mentioned above, and the ablest impersonal journalist of his time, entered the service of the Record, then under the proprietorship of William M. Singerly, in 1877. He made it a condition of his employment as director of the editorial policies of this newspaper that he should be absolutely free to follow the dictates of his own conscience without interference from business, politics or the proprietor. That was the chart by which he sailed throughout his career.

We have no need to tell old Record readers with what faith and enthusiasm Theodore Wright served the people of Philadelphia and Pennsylvania in the days when newspaper independence was a rarer virtue than it is now, and when the gravest political scandals were regarded with tolerance by a partisan press unless Court action forced them upon public notice. Throughout the period of almost unchallenged machine rule of city and State the trenchant pen of the Record's editor-in-chief was employed in fearless criticism and exposure of political chicanery glossed over or ignored by his contemporaries, and in many a campaign the Record fought alone, under his guidance, against the schemes of the plunderers. Occasionally, as was inevitable, extraneous influence was brought to bear to squelch him. Such efforts were always vain. When Mr. Singerly found himself confronted with the alternatives of appeasing outraged friends with whom he had personal or business relations, and losing his editor, or offending his friends and keeping his editor, he remembered the terms of his agreement with Theodore Wright and Theodore Wright stayed at the helm.

But this is not intended to be so much of a history of Mr. Wright's entire active connection with the Record as a frank portrayal of his personal qualities. The vigor of his style, the pungency with which he presented his well-balanced opinions, his loyal Democracy, his uncompromising honesty, his unquestionable sincerity, his wide range of reading and general information, were all valuable assets from the literary and business standpoint. These were his professional equipment. He added to it a heart big enough to embrace all humanity; an approachability and sympathy that would have made him the victim of all sorts of impostors if those whom he loved and who loved him had not occasionally intervened to shoo them away; an understanding interest in all his associates and subordinates; a personal lovability beyond the power of words to express—and a stubbornness, when he knew he was in the right, that an avalanche of opposition could not move.

Theodore Wright was and is, as we have intimated, a patriarch—the father of the Record family. We have fancied that the public, whose faithful servant he has been, might be interested in this brief, belated introduction to a man who has kept himself through the long years so assiduously in the background; a man who has not kept his light hid under a bushel, but has let it shine in such a way that its source should be unobserved; a man who lets not his right hand know what his left hand doeth.

To Theodore Wright, retired a few years ago because of failing sight and the infirmities of age, but still as vigorous as ever mentally—a man with an old body and a young heart and undimmed intellect—to Theodore Wright, separated from us by the width of the continent, the staff of the Record and his other friends in Pennsylvania send today their greetings and their congratulations. God bless him and keep him to round out his notable career to a full century.—*Philadelphia Record.*

* * *

The Oeuvre of Paris recently handed out the following to its readers:

"A news agency reports that the Municipal Council of a town in the north of Italy, as an act of patriotism and moved by the desire to perpetuate the memory of the country's heroes, has voted a pension of one thousand lire a year to the mother of the unknown Italian soldier."

* * *

The Riverton (Wyo.) Review took the leather medal for typographical errors recently. In a one-column head this paper says—"Mrs. Overholdt Has Big Feet." The next issue of the paper contained the following correction: "We wish to apologize to Mrs. Orville Overholdt. In our paper last week we had as a heading, "Mrs. Overholdt Has Big Feet." The word we should have used is a French word, pronounced the same way, but spelled fete. It means a celebration and is considered a very tony word."

Plain Dealer Invites Children

Every school pupil in Cleveland has been invited to visit and inspect the Plain Dealer plant. Carl Himmelman, chief of the paper's promotion department, is working out a plan to have 200,000 children tour the Plain Dealer building during the current school year. He argues that these children will be subscribers in the future and these visits and the information learned will be good will assets in seeking subscribers in the years to come.

FIRST IN PUBLIC SERVICE

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World
Pulitzer Building, New York
Maller's Building, Chicago
Ford Building, Detroit

CIRCULATION GROWTH
DURING 1923

will be an important factor in obtaining advertising for 1924. The Hollister plan will bring you the same amazing increases in circulation as it has lately brought to such papers as The Memphis Commercial Appeal, The Atlanta Journal, The Dallas Morning News, The Indianapolis News, The Washington Post. Favorable dates are available for immediate campaigns.

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

PORTSMOUTH, OHIO

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio Completely.

Foreign Representative
ROBERT E. WARD, INC.
5 So. Wabash Ave. Chicago
501 Fifth Ave. New York

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

In New Orleans it's THE ITEM

Gravity Never Goes on Strike

It is obvious that gravity should be used to the utmost. Printing being one of the oldest industrial arts—one would expect to find it a leading user of this costless, inexhaustible force. Yet the first newspaper plant to have *a studied application of the fullest utilization of gravity* has been in operation less than a year. We supplied the straight line and gravity plan for that plant.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production Operation
120 West 42nd St. New York

YOUR CLASSIFIED AD

in

EDITOR & PUBLISHER

is read by the man you want to reach

"In Boston It's the Post"

Circulation Averages for 1922

BOSTON DAILY POST
396,902
Copies Per Day

BOSTON SUNDAY POST
401,643
Copies Per Sunday

First in Local, General and Total Display Advertising

in **WISCONSIN**

The Sunday Telegram has BY FAR the largest circulation of ANY Wisconsin newspaper. It is fast gaining the recognition of national advertisers who seek to capture this rich market.

INVESTIGATE!

Learn the truth of the latest audits, and you'll use the

Milwaukee Telegram

REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

FALL always means increased activity among hunters. When there's frost on the pumpkin Nimrods haul out the old 12 gauge and fondle it in anticipation of the first snow and a day's hunting. Newspapers can perform a service to hunters and boost their lineage a page or so by acting on this idea right now. Publish a summary of your state's hunting laws at top center of the page following a seasonal lead on the hunting season and the satisfaction good firearms, ammunition and the right clothing afford. Then visit your sporting goods dealers, men's clothiers, shoe men and others that may fit in and you'll find them in a copy-writing mood. The time is ripe for this page now.—Robert L. Beard, Fort Wayne, Ind.

Notice that the new mail boxes just sent out by Uncle Sam are not painted? They don't need to be, for they are made of zinc, a metal that is practically everlasting. Given the Backing of Uncle Sam in this way your roofers could be sold some space in which they can forcibly bring out this point to their profit as well as your own.—Regina Roth, Joplin, Mo.

Every home has its array of books that have been read by the owners and which other people would like to read. A little advertising would arouse enough interest to create a profitable book exchange in the classified advertising section. Point out how small would be the cost of naming the books compared to the returns on the sale of even one book.—Frank D. Hicks, Room 11, L. A. Building, University of Iowa, Iowa City, Ia.

Automobile dealers will find that it will pay them to photograph a number of their satisfied customers and print their photographs together with a statement from them expressing their satisfaction with the particular make of car. It is not difficult for the advertising manager to sell a page or half-page advertisement to a single dealer when the idea is explained to him. This type of advertisement need not be confined to the automobile dealer. It can be used in a number of different lines.—George L. Bird, 1116 West Johnson street, Madison, Wis.

A campaign to promote buying at home has been inaugurated by the Retail Merchants' Protective Association of Denison, Texas, and the Denison Herald is running a series of interviews on the subject of the slogan, "Buy It In Denison," under a standing head. Usually three merchants in different lines are interviewed each day. This series has proved both a good feature and a dollar puller, as the merchants are using this slogan in their advertising, and these interviews, printed under the proprietor or manager's name and firm, have brought in more advertising. The series will run about a month. —Florence Whittier Tisdel, Herald, Denison, Texas.

Many a local firm would do well to follow the motto of a chain furniture store in getting business by advertising. A series of ads were run in a local paper stating "Your Bonus is Here." A broadside, full page was used later acquainting the purchasing public that for every dollar spent in a certain week 20 per cent extra in merchandise would be given, the purchasers to be allowed their own choice. The entire stock was advertised with nothing restricted. The ad was designed as a business builder. Christmas gifts free have been sucessfully employed as a puller.—L. J. Jellison, Times Journal, Dubuque, Ia.

Here is a selling idea that can be used in any line of business just as well as in the line that has been most successful. It was conceived by John A. Kirchwehm, Springfield, O. Kirchwehm is president of the Perfection Laundry Company. In celebrating the twelfth anniversary of moving into his model plant, the largest and most modernly equipped in this section of Ohio, he announced a contest and asked all clubs, churches and societies to enter. He stated that he would play Santa Claus. Good sized advertisements were placed in the newspapers calling attention to his anniversary and the plan for the contest. Cash prizes were offered to the organizations that caused the most women to visit the laundry and inspect its various departments. Days were fixed for the calling and each day the laundry was crowded. During the contest 4,780 women visited the plant during visiting week and registered at the office. Seventy different clubs, churches, bands and societies contested for the prizes. At the close of the contest Kirchwehm again used large advertisements announcing the entrants, the number of women registered by each, the total, and issued an invitation to the women to call and watch the various processes through which clothes pass before they are returned cleansed and snowy white. The advertisements were surrounded by a border of dollars and Kirchwehm appears in a cut as Santa Claus with the false face in his hand. As the Christmas time is approaching any auto dealer, ready-to-wear store of women's and children's wear or other goods can adopt this plan successfully. The auto dealers can use the idea in urging women to buy accessories as Christmas presents by having special displays of such goods.—C. A. Warren, Springfield, O.

In pushing sales for their automobile advertisers the Birmingham News ran a full page on a recent Sunday in which the slogan was, "Double Your Value and Lengthen Your Life." This was to be accomplished by buying an automobile. The idea is that a car will add much to your self confidence and personality and the fresh air will lengthen your life. It is a poignant appeal and had its effect on the buying public. The News ran at the bottom of the copy a list of the automobile dealers carrying advertisements in the News.—Helen Bethea, Southern News Service, Box 2472, Birmingham, Ala.

In return for space in a double page boosting a membership drive, an automobile club in a mid-western city rounded up enough motor car and accessory dealer advertising to fill the rest of the page.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Get the merchants to put on a Home Dressmaking Contest, offering a prize of, say, $50 (to be made up pro rata) as a first prize, $25 as a second, and five prizes of $5 each for third, for the best dress, suit or coat entered, provided all materials were purchased from one of the merchants. This contest was put on very effectively by one store in this city, but the prizes offered were rather small, and interest was not as high as it would have been had all the dry goods stores shared in it. This calls for a lot of advertising, and the return to the merchant is enormous for the money spent, for your advertising service. Professional dressmakers are barred.—T. S. F.

High class newspaper and advertising men answer

EDITOR & PUBLISHER

Help Wanted Advertisements

OVER 64,000

LARGEST EVENING CIRCULATION IN IOWA

The Des Moines Capital

In Portland, Me.

and its immediate trading territory

the Evening Express

"The paper that goes home!"

has, by far, the

Largest Circulation

Latest U. S. census figures (1920) compared with Express' net paid City Circulation indicate that MORE than 15 of every 16 Portland Homes take the Express. "A Truly Remarkable Coverage!"

Portland Express

"The paper that goes home!"

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

Short Talks on Advertising

By Charles Austin Bates

A Weekly Syndicated Service for Daily Newspapers

Written with the idea of helping to accomplish four things:

(1) To convert to newspaper advertising the local merchant and manufacturer who do not now use it.

(2) To make better and stronger advertisers of those who are already in.

(3) To further educate the reading public in the reliability, truthfulness and economic value of advertising and the advantage of buying advertised merchandise.

(4) To insure from national advertisers the consideration newspapers should have in comparison with all other media.

Complete information on request.

CHARLES AUSTIN BATES
33 W. 42nd Street New York

FIRESTONE REGAINED PRESTIGE BY ADS

Millions Spent to Re-establish Confidence of Public in Company's Tires After Faulty Product Had Spread Distrust

How Firestone used advertising to regain lost prestige for his tires was outlined recently by C. B. Linderman, general manager of the Brewer Tire Stores in New England, at a luncheon of the Worcester, Mass., Advertising Club. Linderman formerly was Firestone's advertising manager.

"One of the hardest things for any concern to do is to regain lost prestige and to re-establish the confidence of the buying public," the speaker said. "The confidence and good will of the public is one of the greatest essentials in any line of business. Let me illustrate.

"Not so many years ago the Firestone Company obtained a formula from a French chemist and the company, after tests, concluded that by the use of it the cost of manufacturing could be materially reduced, thus benefiting manufacturer and consumer. A large number were made and placed upon the market. These tires were highly advertised and exploited and everybody was urged to buy the Firestone tires with the red side walls and the black tread.

"A heavy advertising campaign was used to introduce them, the result of which brought about a large demand for the tires. But when they were placed on the market, they proved absolutely unsatisfactory. Often they would blow up as soon as placed on the machine. All kinds of trouble and complaints followed, the sales immediately dropped and the public looked with disfavor upon all Firestone tires.

"Then advertising was called to the rescue. The company, although somewhat discouraged, began an even more extensive advertising campaign to win back the good graces of the buying public. An offer was broadcasted that all the red side-wall tires in owners' possession would be exchanged by the company for a tire that they would back with their guarantee. Millions were spent in an effort to explain to the public how this had come about and to retrieve what might be termed lost leadership.

"As a result, Firestone feels that it again occupies public favor and the advertising of its products goes on at an ever-increasing rate. The re-establishment of itself in the good graces of the public was brought about through advertising.

"Last year the expenditure was in the neighborhood of $3,325,000 and this year the total will amount to more than $5,000,000, and indications are that the company will manufacture more tires this year than any other concern.

"A common fault and failing of new advertisers is that they put a single advertisement in a newspaper or other publication and then expect immediate results. When these results don't materialize right off, they declare advertising does not pay.

"I have seen advertisers advertise spasmodically and then become discouraged at results. This is the hardest obstacle to overcome that the advertising salesman has to meet. What such advertisers need to be educated to is the fact that it is only by repetition and persistent effort that the biggest results can be obtained. By this method, the name is constantly kept in the public eye and thereby the subconscious mind retains an impression of the article at all times.

"In the case of a new product, sales resistance is cut in two when the article is always kept before the prospective customer. Courage and patience and plenty of advertising are requisites."

Linderman said that E. A. Smith, a marine engineer, who worked out the idea of the Smith Form-a-truck, made more than a million dollars' profit.

OCHS GIVEN LOVING CUP

Chattanooga Citizens Honor N. Y. Publisher at Dinner

Adolph S. Ochs was the guest of honor at a dinner given by the Chattanooga (Tenn.) Times, October 31. He was presented with a loving cup on behalf of the city by Mayor Richard Hardy.

It bore the following inscription:

"To Adolph S. Ochs, publisher; journalist; man of affairs; known where the English language is read. But most affectionately known by his neighbors in Chattanooga, who have tendered this slight evidence of their esteem. Oct. 30, 1923."

Geo. F. Militon, editor of the Chattanooga News, was among the speakers. The dinner was given at the country club.

EDITOR GUILTY OF LIBEL

L. T. Russell, Newark (N.J.) Morning Ledger Convicted in Suit Nov. 2

Lucius T. Russell, editor of the Newark (N. J.) Morning Ledger, and the Ledger Publishing Company were found guilty of criminal libel by a jury in Newark, Nov. 2. Sentence date was not fixed, and Russell's bail was continued at $1,500.

Prosecutor John O. Bigelow brought suit against Russell charging the editor had criminally libeled him in two editorials appearing in the Morning Ledger. These editorials, it was alleged, characterized the prosecutor's office as a "menace to society rather than a protection." It was further charged that Russell's editorials stated the prosecutor's office protected criminals, and held the prosecutor up to "public scorn."

Pack Gives Forest to College

Charles Lathrop Pack, president of the American Tree Association, has presented a thousand-acre tract on Cranberry Lake in the Adirondacks to the New York State College of Forestry for permanent use as a summer camp. The tract, according to Dean Franklin Moon of the college, constitutes one of the best possible areas for carrying on the New York College's scheduled and projected instruction in experimental forestry, which will prove of value to the country's paper industry.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Colyums

DAILY CHIT CHAT
Standard Feature Service,
606 Eastern Ave., Janesville, Wis.

Comics

Are You Following
"THE BOTTOM OF THE LADDER?"
By Kessler
Metropolitan Newsp. Svs., 150 Nassau, N. Y.

Comic Strips

"BRINGING UP BILL"—"HANK & PETE"
6-col. strips—hitting on all cylinders.
Columbia Newspaper Service, 799 B'way, N. Y.

Fiction

STORIES
Constance Edgerton
606 Eastern Ave., Janesville, Wis.

CIRCULATION BRINGERS
Famous Fiction of all lengths.
Service for Authors, 33 W. 42d St., New York.

Humor

THE THIRTEENTH GIRL
5,000 words
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Photo News Service

SEND US YOUR NEWS AND FEATURES pictures. We pay $3 and $5 for each accepted.
Kadel & Herbert,
153 East 42d St., New York City.

Sport Review

THE NEW YORK HERALD
Great Annual Sport Review
Edited by the New York Herald Experts, headed by W. O. McGeehan. 57 orders already booked for this year as repeats, 5 since last week.
Wire your order today.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Women's Serial

REMEMBER
"A Barbour Serial Starts the Barbour Habit"
Try "THE MAN TAMERS"
Metropolitan Newsp. Svs., 150 Nassau, N. Y.

SUPPLIES & EQUIPMENT

For Newspaper Making

For Your Job Room.
In order to make room for other equipment, we offer for sale Babcock Optimus, size 25x38, purchased new January, 1922. Complete with A. C. Motor and overhead shafting at $2,500 f.o.b. here. Write or wire The Cobleskill Times, Cobleskill, N. Y.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Wanted
Perfecting press, printing 16 seven-col. pages, with stereotyping plant. Send full particulars, price, etc. Address Box C-745, Editor & Publisher.

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Cline-Westinghouse Double-Motor Drive with full automatic push button control.
USED BY THE
Wilmington Every-Evening
WILMINGTON, DEL.
We refer you to them for their opinion.

MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

REBUILT LINOTYPES AND INTERTYPES FOR SALE
Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.
THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

R. HOE & CO.
For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds
Quality First—Progress Always
We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.
504-520 GRAND STREET
NEW YORK CITY
No. 7 Water Street Boston, Mass.
Tribune Building Chicago, Illinois

ADDRESSING and MAILING MACHINES
Any mail list of over 3,000 can be handled more economically with our improved method than any other system.
Get away from Linotype and Galley system. Put the mail list in the circulation department.
One person can keep up a daily list of about 25,000 names, making all corrections and additions.
Write us for particulars giving size of list and frequency of issue, and a list of the users of our system.
POLLARD-ALLING MFG. CO.
220-230 West 19th St., New York City

GOSS
SERVICE
Repair Parts for every Goss Press or Stereotype machine are carried in serially numbered stock bins at our Chicago Plant.
Orders are shipped immediately—including those received by the "man on watch" nights, Sundays and holidays.
This service has no parallel in the industry. How vital it is, our customers keenly appreciate.
The GOSS PRINTING PRESS CO.
1535 S. Paulina St. Chicago.

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unempoyeld one insertion (adv. not to exceed 50 words) FREE.

An Editor
With New York and small town training, 26, Columbia graduate, exceptional editorial writer, authority on make-up and good journalism, is available for publisher in town up to 75,000 who wants to build up prestige, quality and circulation. Thorough newspaper man; good headline, news and feature writer; knows news and news sources, and can guarantee a first-class newspaper at a moderate salary. Congenial, live, hard-working. Send paper for critical review; also all details of town and proposition. Russell, 133 West Fourth street, New York, N. Y.

Capable Circulation Man,
now with one of the largest newspapers in America, will make suitable changes to live in smaller city. Understand all phases of circulation work. Carriers, dealers, newsboys, country agents, mail subscriptions and office detail. Salary $5,200 per annum. Box C-749, Editor & Publisher.

Chain Papers.
Man who conducts a daily column of comment on world affairs wants to get in touch with publisher of chain of papers. Column is tested and is an interest builder. Write C-721, Editor & Publisher.

Circulation Manager.
Twenty-two years' experience with a practical working knowledge of the business from every angle. Expert in organization and promotion work. With ability to execute the most exacting demands of the position. C-506, Editor & Publisher.

College Man
seeks position as reporter with small town daily offering opportunity for advancement. Willing to start at bottom and work way upward. Writes good, clean copy, available at once. C-754, Editor & Publisher.

Copyreader,
thoroughly experienced, conservative, Unitarian, Independent-Democrat, against Ku Klux Klan, experienced in city of 150,000, open for position with morning newspaper as local copyreader or city editor. C-747, Editor & Publisher.

Deskman,
Capable, excellent record, seeks opening as telegraph editor. Address Box C-752, Editor & Publisher.

Does This Training
and experience interest you? Two years in advertising department of paper in city of 300,000, twelve years in editorial department of same paper four years as Chamber of Commerce secretary, one year as secretary of world wide business gathering, partly governmental. Now at liberty. C-744, Editor & Publisher.

Editor,
45, of ripe experience in news and editorial, seeks early connection with high-class publication; capable of handling delegated authority without presumption. Evening newspaper only. Strong credentials and can live up to them. Prefers N. Y. State or New England. Now engaged publicity work. Personal reasons for making change. Salary must be inviting. Address "Publicity," 507 Union Trust Building, Detroit, Mich.

SITUATIONS WANTED

Editor-Manager—Advertising Manager.
Seeks change to larger field. Now very successful editor-manager 12-page country weekly, town 3,000. Developed it from 6 pages. High-class man, possessing character, personality, ability, and experienced in city and country. Has trade paper experience and formerly on national amusement weekly. Might invest in newspaper or trade paper. Know newspaper mechanics, being printer-operator. C. Todd, 615 Elm St., Flat 5, Cincinnati, Ohio.

Editor Wants Job.
Experienced editor of small city daily is looking for publisher needing 100 per cent efficiency in editorial department. Handles news and men intelligently and gets out a paper of individuality. Character; personality; energy. Strong writer. Family man. This is publisher's opportunity to associate himself with an ideal editor. References. Address Box C-743, Editor & Publisher.

Experienced Newspaperwoman,
University graduate, wishes reportorial or desk work; $35; references. Write or wire Bessie Marks, 3431 Independence avenue, Kansas City, Missouri.

Newspaper Man Seeks Position
with large city daily. Experience as reporter, copy reader, rewrite or feature writer. Best references. Graduate School of Journalism. Address Box C-740, Editor & Publisher.

Superintendent—Foreman
With record of efficient management behind him desires to make change to afternoon daily organization where chance for advancement exists. Pacific Coast city preferred but if opportunity warrants will go anywhere. 35 years old; married; absolutely reliable. Now in charge largest morning daily in state. Available upon reasonable notice to present employers. Box C-742, Editor & Publisher.

The "Particular Person"
of the New York Evening Post, who knows how to hold the readers' attention in an editorial column that brings in advertising, is ready to start a profitable and delightful column on some magazine or newspaper. Miss Amy Bonner, care The Plymouth, 89 Henry St., Brooklyn, N. Y.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Daily Newspaper Wanted.
Advertiser wants to buy or lease with option of buying, evening daily in city of 20,000 or over. Newspaper wanted may be run down now but it must have a good field. Advertiser is prepared to lay down substantial cash payment, pay all cash or deposit purchase price in local bank in case of lease. Make your price dead right and act quickly. Address C-725, Editor & Publisher.

PERSONAL

6c A WORD for advertisements under this classification. Cash with order.

Will Miss Lucy Barger, once of Aberdeen, S. D., please forward her address to Box No. C-748. An explanatory letter will follow.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

A Circulation Building Organization
wants men to work as solicitors and qualify for promotion. "Floaters" need not apply, this is a permanent position to the right man. The Fred Cox Service, Suite 402, Post Office Building, Coatesville, Pa.

Advertising Solicitor.
To assist in developing business for a list of dailies represented in New York City. One who is, or has been connected with dailies of 10,000 to 25,000 circulation and who has had experience in securing national advertising from the newspaper end. Age 25-35. Give full particulars regarding experience and salary expected in first letter. C-686, Editor & Publisher.

Circulation—
I want a live-wire assistant who knows something about circulation, can prepare printed matter, handle correspondence and grow into job of circulation manager of two rural magazines. Tell me all about yourself and what you expect as salary. Congenial surroundings, one hour from Detroit. George M. Slocum, Mt. Clemens, Mich.

Reporter
Young, unmarried man who can do everything necessary on a weekly outside of the shop. Will be associated with young, active editor-owner and live-wire advertising man who has built a respected, successful still growing paper out of nothing and will be expected to keep up his end. Paper located in New Jersey suburb of New York City. Pleasant place, the leading trading center in the territory and the fastest growing. Small salary at start but energetic, cooperating effort will develop a permanent and unlimited opportunity. Write, giving me an idea of what you know about news gathering and advertising and your opinion of what a "small salary at start" should be. S. E. Lieberman, The Westwood News, Westwood, N. J.

Telegraph Editor
or Reporter. Telegraph editor capable of handling full leased wire and reporter with small city experience; New York State preferred. Address Evening Leader, Corning, N. Y.

Wanted.
An advertising solicitor who believes in advertising; can go out and work with the merchants until they are "sold"; sit down with them and write the kind of copy they need and do this every day in the week. This is no easy position. If you can qualify, address M. E. Kurtz, the Warren Chronicle, Warren, Ohio, stating how much money you want a week to start. No references needed. Position open now. C-720, Editor & Publisher.

WE OFFER FOR SALE
a Southern California afternoon daily. Exclusive field and fine fruit country. Well equipped and showing handsome profits. A-1 property in every way. Owners ask closest investigation. Price $150,000. Terms. Proposition A.B.
PALMER De WITT & PALMER
NEWSPAPER PROPERTIES
225 Fifth Ave., New York
Pacific Coast Representative
M. C. MOORE
515 Canon Drive, Beverly Hills, Cal.

Unusual Opportunities
Daily & Weekly NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES
WOULD YOU OWN A DAILY? Our 6,302 made $16,000 salary and profit in 1922; this year going stronger; has shown substantial gain each year over long period; this year's total close to $100,000. Adequate mechanical outfit, valuable real estate, price for entire voting stock $80,000. Ideal Eastern opening for two live wires—editor and business manager.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

"The African World"
AND
"Cape-to-Cairo Express"
Published every Saturday in London.

FRALICK & BATES Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES
New York .....154 Nassau St.
Chicago .....605 N. Michigan Ave.
Atlanta .....Candler Annex
Los Angeles .....Security Building

MINISTER URGES USE OF DAILY PRESS

Rev. William Rose Tells Universalists the Newspaper Is the Church's Greatest Friend—Advocates Paid Ads

The best way the modern minister has f reaching the city in which he works s through the medium of the daily press, as the declaration of the Rev. William Wallace Rose of the First Universalist Church of Rochester, N. Y., in his message delivered to the recent convention f Universalists, held in Providence, . I.

"The greatest friend of the city church the daily press," declared Mr. Rose. Editors know that church news is agerly read. Now editors cannot send porters to all your services. It behoves the preacher to be egotistical nough to believe he has said something general interest, and to get that word the city editor Sunday night. Typerite your manuscript. Make it brief; third of a column is read by more ople than read a column. Pick out me striking thing you have said and ild your story around that. Provide a cut of yourself for each paper. They will use it at times. There is valuable reaction to be gained from the reported and printed sermon brief. Your sermons will have more life and pep when you visualize the wider audience. Your own people will appreciate them more, for they are part of the great public.

"I wish to say something concerning paid advertising in the Saturday editions. No city church should be without this item in its budget. It will pay almost from the start. A two-inch single column ad is big enough. A two-inch double column ad is very satisfactory. Don't try to say too much. Use white space. Give your name and location and sermon topic. Don't waste space in telling people they are welcome, or that you have good music, or that seats are free. They will take that for granted if they read your ad. Feature your own name. This advertising pays.

"There is reaction here similar to the printed sermon. You are conscious that you are trying to reach the multitude. Stale and trite sermon themes seem out of place. You brighten up your announcements. People want to know how to gain and keep health of mind and body, how to be happy, how to make the most of life.

"Essentially the problem of reaching the city or country is the same. We are, according to scriptural command, fishers of men. Now fishing is an art, into which men go with line and hook. Fishing is also a business, into which men go with net and bait. Modern conditions enforce the net method of fishing. A fish is a fish, whether caught by a line or gathered by thousands in a net."

Pilot Buys Record Plant

The presses and equipment of the Record Publishing Company, Boston, have been bought by the Pilot, official organ of the Catholic diocese of Boston. The Pilot is using the third floor at 309 Washington street for its editorial department and the fifth floor as a composing room, with the basement as its pressroom. Rev. Mark C. Driscoll continues as manager and editor.

Arkansas Has New Sunday Paper

The Van Buren (Ark.) Press Argus, one of the oldest weekly papers in its section of Arkansas, started publishing a Sunday edition Nov. 4. The regular Friday edition has been continued as usual. The extra edition is the result of requests of merchants for an advertising medium, and will be circulated in Van Buren and surrounding territory, Frank Anderson, owner, has announced.

Woman Wins $1 Libel Verdict

An award of $1 in damages from Valentine T. Fellars, publisher of a weekly at Lawrence (Mass.) was granted by a jury in the superior civil court at Lawrence recently on a charge of libel. Mrs. Mary E. Mahoney, the plaintiff, claimed that in 1920 Fellars published an article in his paper, which, while not naming her, gave a description which referred to her, stating that the arrest of a woman prominent socially and politically was impending. Mrs. Mahoney declared the statement was printed at the instance of Cornelius J. Corcoran, president of the Lawrence Trust Company, who was assessed $400 damages.

Fire Damages Niagara Falls Gazette

Fire of incendiary origin on Nov. 1 threatened destruction of the building of the Niagara Falls (N. Y.) Gazette. The blaze was started by the placing in the basement of a container of phosphorus. This ignited when it came in contact with the air. Fumes penetrated the building and made more difficult the work of firemen. After the first blaze was extinguished another started, but neither did serious damage. A reward has been offered for information which will lead to the arrest of those responsible for the blazes.

"Cynical Sam"

A one column daily cartoon will be released

November 1

by

C-V. Newspaper Service, Inc.
Illustrated Daily News Bldg.
Los Angeles, Cal.

LLOYD GEORGE

writes for the

UNITED FEATURE SYNDICATE
A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York

America's Best Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

NEWS-MAP

an accurate daily mapping of world events, by C. R. Thompson of Washington.

THE INTERNATIONAL SYNDICATE
212 Guilford Ave., Baltimore, Md.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

AN expose of the poor local post office service recently was published by the Boston Post, by conducting a series of test special delivery mailings to various points and keeping records as to when received. It made a page one story.—James M. Mosely, 39 E. Concord street, Boston, Mass.

Chickens are of general interest to both city and rural dweller, therefore stories and pictures concerning them are readily accepted by the newspaper readers. Such stories, to gain best results, should be of local color, namely dealing with flocks raised in the immediate vicinity of the town where the paper is published. Articles of this nature tend to increase the rural circulation.—R. W. Dryden, Independence (Mo.) Examiner.

It is said there are never any divorces among Salvation Army people. Yet little is known of what the requirements are of a woman who enters the Salvation Army, what she agrees to do, etc., despite the large amount of public interest which there is in this body. The local Salvation Army leaders can furnish some interesting material for an interview, including their viewpoint on life and people. Be sure to get photos.—James M. Mosely, 39 E. Concord street, Boston.

"Downtown" is the title of an unusual feature being run by the Muskogee (Okla.) Phoenix, on whose staff I was recently. On the assignment sheet, "Everybody" is down for this particular daily run. One person gets the feature up, with the help of other members of the staff. The idea is to run characteristic things about well-known people downtown. These are written in present participle style and separated by dashes. Thus one gets a series of brief impressions and a dozen names into a stickful of very readable copy. For instance:

Mrs. Jessie Duke Richardson greeting some friends—Bob Wagner having his usual smoke at the usual place—Susan Smith and Johnnie Jones laughing over a practical joke.

A feature like this takes observation and ingenuity to keep it going for any length of time, but with a staff co-operating it is quite successful. Moreover it is highly enjoyable to read, even if the reader does not know the people concerned.—Florence Whittier Tisdel, Herald, Denison, Texas.

Send a reporter to the public library to get a line on owners of ancient or peculiar books. A clever story on these books will stir up other owners of old books with the result that a tremendous amount of interest will be aroused. The same idea can be limited to Bibles. Nearly every home has its quota of old books. This feature could be hooked up with the book exchange, dollar pulling idea in this issue of EDITOR & PUBLISHER.—F. D. Hicks, Rm. 11, L. A. Bldg., University of Iowa, Iowa City, Ia.

There are a number of labor agencies, free and otherwise, in every city of size, and a feature story could be obtained from a rambling visit to these on their busy days, which usually are Mondays and Tuesdays. In many offices, the same persons apply every week, and some of these regulars are characters. The state and city employment departments, perhaps are best for this purpose. A sketch artist, too, could find much material for illustrating the story in the regulars who visit these offices.—Howard Melson, St. Louis Times.

A discussion of the park system of your city will make an interesting series of articles. Give the history and the story of the improvements. Does your city have as large a park area as other cities of its size? How many visitors view your parks in a day? What do they think of them? An interview occasionally with a visitor will make an interesting feature. If your city has a zoo, you will be able to get human interest stories there very frequently.—George L. Bird, 1116 W. Johnson street, Madison, Wis.

As a former High School teacher, I can authoritatively state that High School students do not, except in isolated cases, thoroughly read the newspaper, either local or metropolitan. My efforts to get my students to do so usually had to have some kind of a big stick loom largely in the background to make them effective. And it is a significant fact that those same students are the prospective buyers of newspapers of tomorrow. But perhaps the newspaper as an institution takes itself too much for granted. Why not invite the senior class, or sections of it at a time, on a shop tour, with an intelligent guide, who can make them appreciate the romance and the mystery of the machines that are almost human in their ability to perform and the feel and throb of the business of presenting the world's news to the world? Then offer a prize of a year's subscription for the best article written by a member of the class on "The Story of a Newspaper," or "What I Like Best in the Evening Paper," or some similar topic, same to be published in the paper. I haven't a doubt in the world but that it will result in more newspaper reading, keener appreciation of what a newspaper does for a community, and consequently larger sales.—Ruth E. Dietz, Duplex Printing Press Co., Battle Creek, Mich.

During a local controversy over what materials should be used in highway paving, an Ohio newspaper conducted an unbiased inquiry and published the results showing the materials already in use on various roads in the vicinity; length of time in use, condition, and views of various experts, enhanced by photographs of representative stretches.—From Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Unemployment and how it is gaged proves to be a timely topic in fall and winter months. Employment bureaus report a falling off, except where recruiting labor for lumber camps. The number of loungers and increase over summer months may be obtained from railroad ticket agents. The increase in movie patronage on the part of those who have made a stake for the winter months. The lounging rooms of a library, court rooms, city police court and many other gathering places may be used to reflect conditions. Short interviews with builders, road construction men, river and lake employes will all help to make a good yarn.—L. J. Jellison, Times Journal, Dubuque, Iowa.

An interesting feature story can be built around the number and variety of articles invented and patented by persons of almost any community. Perhaps the idea would be better executed if a daily article were used, each day's story being devoted to one invention and its inventor, or the inventor and all his patients.—John H. A. Kelly, 223 East Oak street, Norristown, Pa.

How much will the Thanksgiving dinner cost this year? What price are local farmers asking for their gobblers? How much does the butcher want? Serve up the whole menu for a family of five, with producers' and retail prices.—R. T., New York City.

"BUDDIE AND HIS FRIENDS"
—dogs, by Dickey, in 3 column—once a week cartoon.

Like all other Metropolitan Features They Stand Up

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau St., NEW YORK CITY

READING CARPENTER IS SEEING THE WORLD

CARPENTER'S WORLD TRAVELS
Washington D. C.

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

Thomas W. Briggs Company
General Offices
Memphis, Tenn.

We increase your Local Display 10,000 lines Monthly With Our Permanent Weekly Business Review Page
Look us up in Dun or Bradstreet's

$OUTHERN DOLLAR$

Many manufacturers are not familiar with the South's growth of the last twenty years.

The bank deposits have increased nearly ten times during the past twenty years until they have reached the stupendous amount of more than $6,000,000,000. This purchasing power is matched by the value of farm crops, exclusive of livestock which increased in the last ten years 50% to $6,095,000,000.

In manufacture, the South has more than kept pace with the rest of the country, during the past decade; its value of manufactured output totaled over $9,800,000,000, an increase of over 210 per cent. The capital invested in plants amounted to over $6,885,000,000. They give employment to more than 1,800,000 people.

The South of today is not dependent upon any one industry or any one farm crop. The turn to diversified farming alone, has opened a market of greater buying power to the population than perhaps in any other section of the country.

The Southern farmers are marketing bumper crops of corn, sweet potatoes, peanuts, sugar cane, vegetables and fruits of all kinds.

Of all lumber produced annually in the United States, more than half comes from Southern forests. In fact, lumbering is second only to agriculture in the number of persons it employs.

The South has risen to a point in the development of its resources where it compels the attention and investigation of the merchandising world.

		Circulation	2,500 lines	10,000 lines
ALABAMA				
*Birmingham Age-Herald	(M)	29,113	.08	.08
*Birmingham Age-Herald	(S)	33,721	.10	.10
†Birmingham News	(E)	72,593	.15	.15
†Birmingham News	(S)	79,210	.15	.15
Mobile News-Item	(E)	10,392	.05	.05
Mobile Register	(M)	21,264	.07	.07
Mobile Register	(S)	32,715	.085	.086
*Montgomery Journal	(E&S)	17,446	.06	.06
FLORIDA				
**Florida Times-Union, Jacksonville	(M&S)	36,159	.09(.10S)	.09(.10S)
Pensacola News	(E)	4,750	.03	.03
Pensacola News	(S)	6,100	.03	.03
†St. Petersburg Independent	(E)	5,420	.03	.03
*Tampa Times	(E)	14,009	.05	.05
*Tampa Tribune	(M&S)	22,411	.07(.08S)	.06(.07S)
GEORGIA				
††Augusta Herald	(E)	13,438	.05	.05
††Augusta Herald	(S)	13,438	.05	.05
**Macon Telegraph	(M)	25,422	.07	.07
**Macon Telegraph	(S)	26,350	.07	.07
†Savannah Morning News	(M&S)	21,227	.055	.05
KENTUCKY				
**Lexington Leader	(E)	17,761	.05	.05
**Lexington Leader	(S)	17,827	.05	.05
††Paducah Sun	(E)	7,920	.03	.03
NORTH CAROLINA				
††Asheville Times	(E)	8,969	.04	.04
†Asheville Citizen	(M)	12,978	.045	.045
†Asheville Citizen	(S)	11,720	.045	.045
**Greensboro Daily News	(M)	21,530	.07	.06
**Greensboro Daily News	(S)	29,308	.07	.07
**Raleigh News and Observer	(M)	26,423	.06	.06
**Raleigh News and Observer	(S)	30,943	.06	.06
*Winston-Salem Sentinel	(E)	13,653	.05	.05
SOUTH CAROLINA				
**Columbia State	(M)	23,236	.06	.06
**Columbia State	(S)	24,286	.06	.06
Greenwood Index Journal	(E&S)	4,185	.025	.025
Spartanburg Journal	(E)	4,165	.04	.04
Spartanburg Herald	(M) 5536 (S)	7,156		
TENNESSEE				
**Chattanooga Times	(M)	24,658	.07	.07
**Chattanooga Times	(S)	24,145	.07	.07
††Nashville Banner	(E)	47,738	.10	.10
††Nashville Banner	(S)	47,782	.11	.11
VIRGINIA				
*Alexandria Gazette		3,900	.025	.025
**Bristol Herald Courier	(M&S)	8,714	.04	.04
**Danville Register and Bee	(M&E)	12,952	.05	.05
Newport News Times-Herald	(E)	9,041	.05	.05
Newport News Daily Press	(S&M)	6,051		
**Roanoke Times & World-News	(M&E)	23,984	.07	.06
**Roanoke Times	(S)	16,876	.07	.06
††Staunton News-Leader (M), Leader	(E)	6,292	.03	.03

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.
** A. B. C. Statement, Sept. 30, 1923.
†† Government, Sept. 30, 1923.

THE CONSOLIDATED PRESS ASSOCIATION announces that within the past three years it has added fifty-one leading newspapers to its 8-hour day leased wire system, contracting with one newspaper exclusively in each of fifty-one cities. No other special service in America has ever achieved such a record. This proves conclusively that a supplementary service of distinctive news features has come to be regarded by the best newspapers in America as indispensable.

Seventy-four newspapers in the last two years have been added to the Friday night leased wire service of the C. P. A., for publication Sunday mornings.

Ninety-six newspapers with circulations from 2,000 upward have been added to the 6-day pony service of the C. P. A. by mail.

The leased wire system of the C. P. A. spans the entire continent and reaches into nearly every state in the Union, thus affording convenient terminals for relay by wire or mail of daily dispatches written by the highest paid group of newspaper specialists in the world.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York
Eighth Floor
World Building

Chicago
Fourth Floor
Daily News Bldg.

San Francisco
Third Floor
Spreckels Bldg.

Paris
Second Floor
19 Rue d'Antin

THIS ISSUE: WIDER FIELD OPENS BEFORE A. N. A.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday

[Copyright, 1923, by the Editor & Publisher Company, James Wright Brown, President and Editor]

Vol. 56. No. 25 NEW YORK, NOVEMBER 17, 1923 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

When the "Ultimate Consumer" Quits Buying There Is No Bond Market

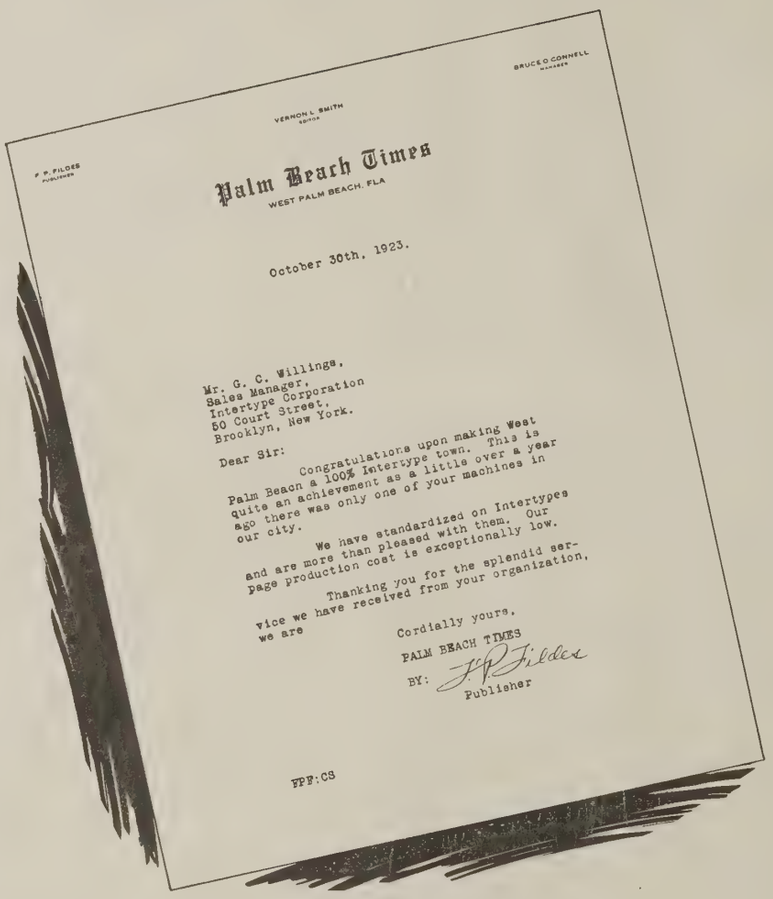
Ask the overloaded dealer—HE knows. The absorption of current issues and the maintenance of the market for future issues is assured only by continuous advertising to the great army of *investors,* in a medium that enjoys their interest and confidence.

Because it is "Chicago's favorite newspaper" and because it prints every day in its "Final Edition" the *Complete Story of the Financial Day Twelve Hours Earlier* than the same reports appear in any morning newspaper, The Chicago Daily News is the outstanding medium in Chicago for selling securities to Chicago investors.

THE CHICAGO DAILY NEWS

First in Chicago

"page production cost is exceptionally low"



BRUCE O. CONNELL
MANAGER

VERNON L. SMITH
EDITOR

F. P. FILDES
PUBLISHER

Palm Beach Times
WEST PALM BEACH, FLA

October 30th, 1923.

Mr. G. C. Willings,
Sales Manager,
Intertype Corporation
50 Court Street,
Brooklyn, New York.

Dear Sir:

Congratulations upon making West Palm Beach a 100% Intertype town. This is quite an achievement as a little over a year ago there was only one of your machines in our city.

We have standardized on Intertypes and are more than pleased with them. Our page production cost is exceptionally low.

Thanking you for the splendid service we have received from your organization, we are

Cordially yours,
PALM BEACH TIMES
BY: F. P. Fildes
Publisher

FPF:CS

Are YOU profiting by Intertype Standardization, Simplicity, and Protection against Obsolescence?

Send for Intertype Literature

INTERTYPE CORPORATION

50 Court St., Brooklyn, N. Y., U. S. A.

New England Sales Office, 49 Federal St., Boston
Middle Western Branch, Rand-McNally Bldg., Chicago
Southern Branch, 77 McCall St., Memphis

Pacific Coast Branch, 560 Howard St., San Francisco
Los Angeles Sales Office, 1240 S. Main St.
Canadian Agents: Toronto Type Foundry Co., Ltd., Toronto

British Branch, Intertype Ltd., 15 Britannia St., Kings Cross, London, W. C. 1

FIRST IN CLEVELAND!

The PRESS, a six-day newspaper, printed 951,-272 lines of Display advertising from Cleveland's Department and Specialty Stores in its 27 October work-day issues.

This is 41,748 lines in EXCESS of the similar advertising appearing in the THIRTY-ONE October issues of any of Cleveland's SEVEN-day newspapers—in Daily *and* Sunday issues, combined.

160,000 of the PRESS total circulation—over 200,000—is in Cleveland's "City Delivery" District, which is 45,000 more than the similar circulation of any other daily newspaper.

Home Circulation begets Home Advertising!

The Press
First in Cleveland
A SCRIPPS-HOWARD NEWSPAPER
—*including the Scripps-McRae League*

CHICAGO
CLEVELAND
CINCINNATI

National Representatives
ALLIED NEWSPAPERS, Inc.
52 Vanderbilt Ave., New York

ST. LOUIS
SAN FRANCISCO

Get them to "Give Books for Christmas" in

Philadelphia

3rd Largest Market in the United States

Half a million homes with their growing families in the Philadelphia book market offer desirable prospects for book publishers.

Philadelphians are home-folks. They and their families are big readers, in fact, in the "city of homes" education and culture go hand and hand.

Its thousands of educational institutions bring large numbers of scholars within its gates, and there is a constant and steady sale for books of all kinds.

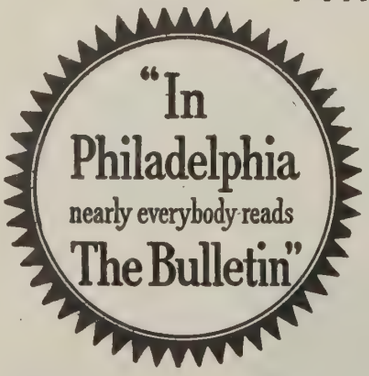
If your house has any book-offerings, from literary masterpieces down to "best sellers," it will pay your firm to advertise them in the newspaper "nearly everybody reads."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending September 30, 1923—503,368 copies a day.

NEW YORK
814 Park-Lexington Bldg.
(46th St. & Park Ave.)

CHICAGO
Verree & Conklin, Inc.,
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.,
117 Lafayette Boulevard.

SAN FRANCISCO
Harry J. Wittschen,
Verree & Conklin, Inc.,
681 Market St.

LONDON
Mortimer Bryans,
125 Pall Mall, S. W. 1

PARIS
Ray A. Washburn
5 rue Lamartine (9)

Copyright, 1923—Bulletin Company.

Total Circulation of This Issue: 7,300

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 56 NEW YORK, SATURDAY, NOVEMBER 17, 1923 No. 25

WIDER FIELD OPENS BEFORE A. N. A. MEMBERSHIP

Annual Convention Crystallizes Sentiment That Advertising Is Only Means to the End of Lower Cost of Doing Business—Thomson Elected President

By ARTHUR T. ROBB, Jr.

ADVERTISING, as advertising, was a relatively unimportant factor in the annual meeting of the Association of National Advertisers at the Westchester-Biltmore Country Club, Rye, N. Y., Nov. 12-14.

General business conditions, checks in the flow of goods between factory and consumer—with manufacturers' errors and retailers' indifference or ignorance getting the greatest emphasis—and the necessity for applying to selling forces and policies the waste elimination that has been effected in the production end of American business, these were the primary topics that engaged this group of business men during five half-day sessions.

"Business men." That is what President P. L. Thomson, publicity director of the Western Electric Company, called the members of the association in his broadcasted address as toastmaster at the annual dinner Tuesday night.

Appropriations, this year's, last year's, or next year's, were not on the agenda, and so far as noted, were not even discussed in the private group conferences that featured the meal-time recesses.

Media were before the assembly only once specifically, and that in the report of the year's activities by President Thomson.

The old sore spot of agency commissions came up only during the report of G. Lynn Sumner, chairman of the advertising agency relations committee. He reiterated the association's contention that the present system of agency compensation is unsound and declared that in the evolution of advertising and the agency a change from it is inevitable. There was no discussion.

President Thomson's reference to media pointed out that the association will have to undertake an investigation of duplication in circulation, especially among the larger magazines, which are now in strenuous competition among themselves. With increased circulation resulting from their unusual efforts, Mr. Thomson said, there was already talk of increased advertising rates, which would be paid by the members of the association, pyramiding the cost of reaching the family unit at a time when the association felt that cost should come down.

Newspapers were before the house in a report which was distributed, but not read or discussed. The report, comparing the local and foreign advertising rates of about 300 daily newspapers, was referred to by Mr. Thomson as pointing to a condition which should be corrected, some of the differentials ranging as high as 363 per cent.

Mr. Thomson, who was elected several months ago to fill out the unexpired term of the late George B. Sharpe, was given a unanimous call to take the chair for another year. In the election of the three vice-presidents, the division of the balloting among three candidates from the Eastern seaboard resulted in none of the three securing enough votes for election, and changed the association's unwritten rule that these officers are to represent the Atlantic seaboard, the Middle West and the West. The successful candidates were:

G. Lynn Sumner, International Correspondence Schools, Scranton, Pa.

E. T. Hall, Ralston-Purina Company, St. Louis.

W. S. Ashby, Western Clock Company, Chicago.

New directors elected were Ralph Starr Butler, U. S. Rubber Company, New York; S. E. Conybeare, Armstrong Cork Company, Lancaster, Pa.; Robert K. Leavitt, Emery & Beers Company, Inc., New York; J. S. Wichert, Mellin's Food Company of North America, Boston; and Stanly H. Twist, ditto, Incorporated, Chicago. Mr. Twist, who won on a second ballot after tying on the first with Alan C. Reilly of the Remington Typewriter Company, will serve for one year, the others being elected for three years. Holdover members of the directorate are: George S. Fowler, Colgate & Co.; E. I. LaBeaume, Hercules Powder Company, Wilmington, Del.; Carl J. Schumann, Hilo Varnish Company, Brooklyn, N. Y.; Walter L. Weeden, George W. Blabon Company, Philadelphia; P. B. Zimmerman, General Electric Company (National Lamp Works), Cleveland; F. N. Sim, Timken-Detroit Axle Company, Detroit; and E. E. Taylor, Carnation Milk Products Company.

Approval was given to a resolution broadening the membership scope of the association by permitting the admission as representatives of member companies, their officers, sales managers or advertising managers. Membership now stands at 306, George M. Prentiss reported for the membership committee, adding that efforts to secure new members would be made under the broadened scope of the association.

Dues of the association will probably be raised to $200 a year, those present indicating approval of the step. It cannot become effective, however, until after being submitted to the entire membership thirty days in advance of a vote.

The proposed increase will be used to extend the research work of the association in service to its membership.

Secretary-Treasurer John Sullivan in his report indicated the gigantic expansion in headquarters service by his statement that while the staff had grown from 12 to 17 members in seven years, the number of special assignments carried out for members had increased from 500-odd in 1916 to over 35,000 in 1923, and that demands for the association's sales and market information, which he declared were unequalled anywhere, were steadily on the increase. Members were also calling on the secretary for more and more consultative assistance, oftens necessitating travel and sometimes service by experts.

"On to London" for the Associated Advertising Clubs convention in July, 1924, was urged on the membership by Harry Tipper, Class Journal Company, who pointed out that, although the A. N. A. departmental of the A. A. C. W. had never met in conjunction with the latter body, it would find such a meeting advantageous in London. He stated that the Retail Advertisers' Departmental planned to take 125 leading department store executives to the convention for mutual conference with British retailers, that the bill posters had called a world convention for London, and that the Incorporated Society of British Advertisers, with many other British and continental manufacturers, would welcome a group of American national advertisers in an international assembly. The question of the Audit Bureau of Circulations in England and the Continent, and the growth of standardized practice among advertising agencies both in the United States and Europe were also topics that held high interest and concern for Americans.

Mr. Tipper's recommendations were referred to the executive committee for immediate action.

General business conditions were summarized at the meeting's opening by George E. Roberts, vice-president of the National City Bank, New York.

"The business revival that we have witnessed," he said, "was due primarily to a great increase in construction." Railroads had spent over $1,000,000,000 for equipment last year. This money was practically all borrowed—a harmful condition that has been increasing for the last ten years. "Borrowed capital should always be protected by a proper amount of proprietor's money."

A forecast for general business he stated as follows: "I look forward to a year of intense activity with but little speculation. The credit situation is easy. And there never was a period of depression which did not originate at a time of strained credits."

He was followed by B. L. Winchell, president of the Remington Typewriter Company, the general tenor of whose remarks called on the association's members to support Secretary Mellon in his efforts to reduce taxation.

O. D. Street, a speaker before the 1922 convention at Atlantic City, was again on the program with a paper on "Distribution and Marketing Personnel." He named the principal elements in the successful national distribution of quality merchandise as

1. Knowledge of distribution costs both by customers and by items.
2. Competent, well-balanced marketing personnel.

Prices, now about 75 per cent higher than in 1913, will never return to the pre-war level, he declared, although they will probably drop below their present plane. The average standard of living has risen greatly in the past 15 years and a large part of the higher cost of living is due to the higher standard. Modern advertising has created the higher standard, by reminding people of what others have that we do not possess. It has in this way increased the cost of living, but has not added to the cost of things purchased. Rather it has tended to reduce the cost of purchased goods by enabling factories to produce in larger quantities at a lower cost per unit produced.

"If all display advertising in every form were to stop in this country today," Mr. Street said, and not another dollar were to be spent for two or three years, it is altogether likely that by the end of that period, other factors meanwhile being normal, we would be confronted with a condition of unemployment the like of which our present generation has never heard, and with financial failures that would shake the very foundation of our resources."

But, while business men have applied engineering and research to their production and accept expert advice to reduce costs and waste in the factory, many of them continue to interfere with the experts they employ to prepare their advertising, upsetting effective marketing plans. Big executives, he said, will have common sense enough to know that they are not and cannot hope to become advertising experts and they will be wise enough to hire experts and will be clever enough to pay these men what their services are worth.

"I hold no brief for the agencies," Mr. Street said, "yet I am convinced that the best of them are capable of making the advertiser's money go much further than it will without their services. The commission, or its equivalent, paid to the agency for services is a modest charge if the agency has a personnel capable of gathering the meat from the chestnuts they have helped to crack, and ingenious enough to apply what they have acquired, in a constructive way to your problems."

FACING THE NEW BUSINESS DAY

No more wooden swords are being waved by national advertisers. Questions of media rates and agency compensation remain important to them, but not beside the question of finding new markets for the immensely increased production that their factories have achieved in the past three years.

Where "production" was the cry of the sales force only a little while ago, "sales" is the command of the chief executive today. The chief executives, the sales managers and others of any company interested in getting quality merchandise distributed nationally will be welcomed in the larger A. N. A. brought into being this week. More than ever, the demand of advertisers is for facts—where their goods can be sold, how they can be sold, and what profit can be made on each sale.

That is the task that the A. N. A. faces, with its wider field of service and additional funds to make it possible.

Selling advertising plans to salesmen and dealers was the subject of George W. Hopkins, vice-president of the Columbia Phonograph Company, whose epigrammatic address drew sparks from his audience.

It is the advertising manager's personal task, he said, to drive home to the company's salesmen the message of the advertising campaign, not a work to be delegated either to subordinates or to other than personal spoken contact.

The sample idea of selling goods was Mid-Victorian, antediluvian, perhaps, he said, but it brought results. Columbia's experience with it recently in a small-space newspaper campaign brought in four times the number of orders for records that had been anticipated.

Advertising should follow, but not force, distribution, he declared, to secure maximum results.

Disregard precedents in advertising and merchandising he counselled. Precedents are the hiding places for cowards.

Go to the Bible for lessons in salesmanship. Christ, the greatest teacher, took his examples from the lives of those around him.

Make the catalog a selling talk. If you want to test its worth, try to talk its language in going after an order.

Possibly some of his hearers might think that the Columbia Phonograph Company had need of advertising now, he said. It had and it had used it. On a recent Monday, it was announced that the company was in the hands of a receiver. Immediately the word went out from New York to salesmen and dealers to stand fast and watch next Sunday's papers. Those papers carried full page rotogravure announcements of a reorganized company, under the present name, new records and a new phonograph and followed by advertising in the black and white newspaper sections prevented the defection of a single dealer. The next day's business was the largest in two years.

When the company departed recently from its policy of large space, using the same amount of space in three-inch newspaper copy, dealers were forcefully shown that no less money was being spent and that they benefited from the trip-hammer frequent blows of the small copy. The tremendous success of "Yes, We Have No Bananas" and another song hit was attributed largely to this copy, and its vigorous support by salesmen and retail dealers.

"Remember in your advertising," Mr. Hopkins concluded, "that you are in competition with every other business in the land for a share of the consumer's dollar. There is one retailer to every 20 families and every retailer is a competitor of every other retailer, no matter what their merchandise may be."

"With Brains, Sir, With Brains" was the title chosen by Harry R. Wellman, former A. N. A. member, now professor of marketing at Dartmouth College. The brains, he explained, were to be exercised by the manufacturer in getting his goods on and off the retailer's shelves.

"Statistics show us that not for three years have seasonal products been sold in the season for which they were made," said Prof. Wellman. "This spring we saw summer sales in May. This fall we are seeing winter overcoats, suits, shoes and hats offered at liberal reductions in October. At a shoe sale in Boston recently, a premium of one pair of stockings was offered with each sale. Forty-five customers purchased six pairs of shoes each. No matter what the actual percentage was, the figure itself makes us wonder how much of this merchandise, sold by this method, is going into still further storage on the closet shelves of the consumer."

"The shoe people tell us that they can manufacture 800,000,000 pairs of shoes yearly and that the United States can consume only 300,000,000 pairs yearly," he continued. "Knowing this, we are refusing to deflate the industry. Instead, we dump our surplus in markets where our distribution is weak. So does the other manufacturer—with the result that all markets are disorganized and flooded. In Boston last week a shoe concern, with its own local stores, put 8,000 pairs on sale through the cheapest outlet store in Boston.

"The problem then, is deflation of merchandise, but reasonable deflation. We all know that surplus stocks make immediate unloading imperative and that the resulting chaos in our selling plans, terribly expensive. All of this merchandise can be sold through our own outlets if we make those outlets the same advantageous prices we make the 'special sale' stores. Moreover, by talking over the plan with our own customer, we make him a partner in our difficulty—but we enable him to make a handsome profit too.

"First, we can count as a clear gain the fact that deflation of merchandise is with us, and is recognized as inevitable by manufacturer, sales manager and merchant alike.

"Second, we are about through with the worst phases and effects of this deflation.

"Third, the time is ripe to re-merchandise factory, sales force and merchant, with safe and sane merchandising plans.

"It is not even hard to believe that ten years from today, the greater proportion of our sales will be with customers with whom we like to do business and who like to do business with us."

Dr. Paul H. Nystrom, director of the Retail Research Association, estimated that in 1920 there were 1,328,000 retail establishments in the United States and that the total volume of retail business that year was $35,000,000,000.

Statistics on this class of business have been collected only in Massachusetts and Pennsylvania and the Massachusetts figures have not been revised since 1905. The Pennsylvania figures are available for 1920, 1921 and 1922. The 1920 figures show a total of 138,178 retail shops in the state, with a total volume of $2,022,000,000, or a per capita business of $232 on the population of Pennsylvania. The average for the three years past is $250 per capita. The average business of each Pennsylvania store was $15,600 last year. The population per store was 63.1, or one store for 14 families.

Allowing $30,000,000,000 as the total 1922 retail business, 74 per cent of it was done by small independent retailers, with a total of $25,000,000,000. Department stores turned over $5,000,000,000, or 15 per cent. Chain stores accounted for about $2,000,000,000, or 6 per cent of the total. Mail order business, with a total of $1,500,000,000, has four to five per cent of the volume.

The national income of the United States for 1920 was estimated at $66,000,000,000. Of this the nation spent for food $14,000,000,000; for women's and children's clothing, $2,800,000,000; men's clothing, $2,000,000,000; shoes, $1,500,000,000; furs, $3,000,000,000; automobiles, $3,000,000,000; tobacco, $1,700,000,000; ice cream, candy and beverages, $1,100,000,000; luxuries, $1,000,000,000. Dr. Nystrom listed other smaller expenditures, bringing the total to over $29,000,000,000.

Department stores did more than half the trade in ready-to-wear garments for women and children, he said. He believes, however, that they are near their climax in numbers, though they may be expected to grow in suburbs of great cities.

Mail order business will keep pace in growth with population, but not at the rate of the past 30 years.

Chain stores will probably continue to grow for some time. They are not now regarded as the menace that they were pictured 10 years ago.

Co-operative stores, as the product of extremely poor retail service, have no future in American business.

As to retail service, Dr. Nystrom says it is governed purely by what the consumer wants. Department stores often have two non-selling people for every sales person, though the latter receives only one-quarter of the combined pay of the three.

This condition needed correction if the flow of goods was to continue as the manufacturer desired. General education and special sales training must be emphasized in improving the contact of the manufacturer and merchant with the consumer. The primary task of education is not for the manufacturer, but for the retailer himself, though the manufacturer might profit by special training of sales folk for his particular product. What was needed especially, however, was a better groundwork of education than was now generally found among retail sales forces.

In the discussion which followed, A. K. Barnes of the Armstrong Cork Company, outlined the educational plan followed by his company in training retail salesmen.

The evening program on Monday included a concert by the New York Philharmonic Orchestra, broadcast by Stations WEAF and WCAP from Carnegie Hall, New York, and an outline of the possibilities of radio in advertising and education by W. E. Harkness, American Telephone & Telegraph Company.

Tuesday's session, which dealt with sales organization defects opened with a discussion by W. R. Bassett, president of Miller, Franklin, Bassett & Co., on "Fundamentals of a Correct Sales Policy."

Branch offices were useless expenses in organization of a sales force, Mr. Bassett said. They were club rooms for salesmen and reduced their efficiency.

Cost of selling should not be judged on a percentage basis, but on a time basis—the cost of each call. Under the latter system the salesmen will make more calls and thereby decrease the expense of each sale. Salesmen, by that standard, he said, should not be paid commissions, but salaries.

H. G. Kenagy, chief of the sales research department of Procter & Gamble Company, discussed "The Cost of Distribution and Misfit Salesmen."

Prof. Melvin T. Copeland, chief of the Harvard Bureau of Business Research, called for close-hand facts regarding markets and the possibility of profits from the sale of each item manufactured.

W. A. Durgin, chief of the division of simplified practice, U. S. Department of Commerce, told of the results secured by Secretary Hoover in reducing the multiplicity of lines manufactured by many lines of business. He stated that the paving brick industry had cut the kinds of brick from 66 to 6 in two years, that the lamp socket market now chose from six samples, with one predominant, instead of the hundred odd on sale a short time ago, that seats for farm machinery had been cut from 11 styles to one by one manufacturer, and that the simplification of printing paper sizes, which had engaged the attention of the A. N. A. for several years, was now ready for public announcement. He also outlined the procedure of the department in getting the co-operation of manufacturers in simplifying their practice and in making the new standard effective throughout the trade.

Prof. Daniel Starch of Harvard University related the results of applying laboratory methods to advertising. In a series of tests covering a score of advertised lines, he said that the tests among selected groups of people as to attention value of headlines, text, and layout coincided almost completely with the results traced by the manufacturers to these advertisements. Many of the specimens were mail order copy which permitted direct tracing of sales and inquiries.

"If every piece of advertising were made only 10 to 15 per cent more effective," said Prof. Starch, "it would mean a saving of $100,000,000 a year."

Charles J. Crockett, sales and advertising manager of the American Lady Corset Company, discussed better relations between national advertisers and retailers. Retail firms, he said, had an average life of 7.1 years, manufacturers of 7 years and wholesalers, of 7.5 years. Advertising is not to blame for this, he said, nor copy, nor layouts, etc., but a lack of appreciation of advertising by those whom it is designed to serve. Production is now on an efficient basis, advertising is approaching that stage, but most sales departments are still wild and woolly.

A similar topic was handled by A. J. Reiss, Acme White Lead and Color Works, who said that advertisers were wasting money by giving the dealer assistance that he did not want and could not use. Retailers' cellars are full of unused window displays, counter displays and electrotypes and stereotypes meant for newspaper advertising. The dealer's morning mail went half unread and the half that went to the waste basket was that sent by advertisers who saw their product only through their own eyes. Dealers are busy men and their attention cannot be gained by the salesman who doesn't try to help them. The dealer won't push goods because he is told that they are the best in the world and that the newspaper advertising he is expected to do with the enclosed electrotypes will bring the crowds through his doors.

It is up to the salesmen to sell the whole package with every sale—not only the merchandise, but the advertising plan of the company, and the salesmen must be thorougly grounded in their job before they can do it. Contact with the dealer can be maintained by brief meaty bulletins once a month or slightly oftener and especially good sales bulletins should be included in the sales manuals, which should also carry a complete exposition of the advertising campaign. Don't send dealers newspaper stereotypes or displays unless he asks for them. He will, if the salesman does his job.

The annual dinner was followed by addresses by J. Butler Wright, third assistant Secretary of State, who outlined the function of that department and related them to American business here and abroad; and Whiting Williams, who told his experiences among the workmen in the Ruhr Basin and in France, calling on the United States to take its part in restoring European prosperity. The addresses were broadcast by Station WEAF.

When the prizes for Tuesday afternoon's sports were distributed at the close of the meeting, the following winners were announced:

Golf

Low gross—E. I. LaBeaume, silver service.
Second—E. A. Ecke, Stetson hat.
Third—M. Prentiss, a Baker-Vawter file.
Fourth—Philip Will, Walworth wrench.
Fifth—D. L. Brown, autostrop razor set.

(*Continued on page* 30)

MEET THE PRESIDENT

ELECTION of Philip L. Thomson, publicity director of the Western Electric Company, as president of the Association of National Advertisers, follows successful service as director and since 1921 as vice-president of the association. Mr. Thomson began his business career in 1903 following his graduation from Union College and from Harvard University. During the period he was in college and in the year following he was engaged in newspaper work.

P. L. Thomson

For two years Mr. Thomson was employed in the Chicago office of the Western Electric Company. In 1905 he went to Kansas City. Then he became successively manager of the company's headquarters at Pittsburgh and publicity director, in charge of all publicity activities. In this capacity Mr. Thomson has been identified with the development of Western Electric advertising and publicity in this country, and last spring he spent two months in Europe in connection with the publicity problems of the International Western Electric Company.

In the electrical field he has done conspicuous service in the National Electric Light Association and other organizations of the industry.

Mr. Thomson's home is in Glen Ridge, N. J.

ADVERTISING ON THRESHOLD OF GOLDEN AGE, SISSON TELLS EXPOSITION

Newspaper Exhibits Prominent at Big New York Show—23 Experts Speak—Estimated Attendance About 75,000 for Week

"ADVERTISING is on the threshold of its Golden Age."

So declared Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, speaking Nov. 13, the second day of the Advertising Exposition, held in New York, Nov. 12 to 17, under the auspices of the Advertising Club of New York. He was chairman of the exposition committee.

He stood on the stage at the west end of the 71st Regiment Armory, converted for the week into Ad-Land.

Below him were the brilliant booths of more than 100 exhibitors, all teaching the language of advertising to the visiting public, numbering into the thousands.

"There lies before advertising and advertising men not only the opportunity for service and profit, but the clear call to duty," Mr. Sisson said.

"There rests upon our business and industrial leaders the distinct responsibility to state and explain the facts and principles upon which national business progress must be built, through the printed and spoken word, so clearly that he who runs may read, and that the oft quoted 'man in the street' may understand."

On Monday the exposition was officially launched by President Coolidge who pressed a telegraph key in Washington, D. C. Mr. Sisson summed up in a few words the expectations of the week devoted to advertising.

This week, replete with instructive entertainment in advertising, ends tonight, when the New York Advertising Exposition will become history, but when,, as its organizers believe, its spirit, in the form of constructive results, will go marching on.

At least 75,000 people, it is estimated visited "Ad-Land," during the week.

EDITOR & PUBLISHER's booth put the names of 750 American dailies before the public attending. The mastheads of representative newspapers of the country, framed, formed the background of the booth, which also carried slogans boosting newspaper advertising as the most effective means of reaching the consuming public.

Many newspaper and advertising men visited the booth during the week. Prominent among the number were: Tor Roxendorff, of the Dagen Nyheter, Stockholm, Sweden; Thomas McDougall, of Thomas McDougall, Inc., London; R. H. Vaughn and Arthur F. Keilbach, of the Utica (N. Y.) Observer-Dispatch; Leon Seideman, of the Weekly News, Lima, Peru; R. H. Gillespie, Stamford (Conn.) Advocate; Ira C. Atchley, Bridgeport (Conn.) Star.

Two New York newspapers had space immediately opposite the main entrance. They were the New York Times and the Munsey group.

The coloroto process was explained by the Chicago Tribune's display, which contained a miniature four-color press and a series of photographs showing the different steps required in reproducing a color painting. O. M. Brodfuehrer, manager of the Chicago Tribune's rotogravure department, designed the booth and was in charge during the exposition.

Preston Goodfellow was in charge of the New York American's display, which featured a map of the city of New York, showing the territory covered by the newspaper.

The exhibit of the New York Journal endeavored to visualize what newspaper advertising is and does. The advertisements of 1200 individual local and national businesses which appeared in the Journal during 1923, comprised the display. Louis Moore, publicity manager of the Journal, planned the booth.

The New York World featured the "World Family," the photographs of prominent staff members being on display. Foster Gilroy, of the advertising department of the World, was in charge.

Edward Acree, of the New York Tribune, planned the Tribune exhibit, which centered around a model of that newspaper's building, showing the gravity system in operation.

A 9 x 15 photostat reproduction of the front page of the New York Daily News, formed the background of that newspaper's booth. Leo McGivena was in charge of exposition arrangements.

Every day the New York Evening Mail from its booth presented free copies of special "Show Editions" of the paper. The newspaper gave the program for the day, and explained many of the interesting features of the exposition. Andrew A. Freeman and George Macdonald of the Mail's staff were in charge.

Two maps, one of the world and one of the United States were the central attractions of the Chicago Daily News exhibit. On these maps were traced red lines. On the world map the lines were represented leading to the News; on the map of the United States the lines led from the News.

The St. Louis Globe-Democrat went so far as to create a 49th State as the main idea of its booth.

Exhibits from the Thirty Club of London, the Charles P. Higham Company of London and the London Daily Mail gave the exposition an international aspect.

The background of the Daily Mail exhibit contained an illuminated map of England, showing the newspaper's publication centers and marked with the different times at which the copies reached the large cities of the Island.

Grover Whalen, Commissioner of Plant and Structures for the City of New York, made the opening address on Monday. "The Reasonableness of Advertising from the Sales Standpoint" was the subject cleverly treated by Arthur H. Deute, general sales manager of the Borden Sales Company, N. Y.

"You have made advertising," Louis Wiley, business manager of the New York Times told the people assembled Tuesday afternoon to hear his talk on "The Daily Newspaper."

James O'Shaughnessy, secretary of the American Association of Advertising Agencies, also speaking Tuesday, explained the work of agencies in handling advertising.

To Frank A. Black, publicity manager, William Filene's Sons Company, Boston, Mass., who was on Tuesday's program speaking on the subject of "Retail Advertising," it was the place of advertising not mainly to sell, but to teach the public how to buy.

That advertising is growing more dependable due to the precautions which modern business is taking to safeguard advertising's service to the public, was the declaration of H. J. Kenner, president of the Better Business Bureau of New York City, who spoke Wednesday afternoon on "The Essentials of Advertising Dependability."

Dr. Frank Crane, author and newspaper editorial writer, spoke Wednesday evening on "The Rise of the Business Man."

"While men may earn the money, it is the women who spend it," said Mrs. Christine Frederick, writer and household efficiency expert, in an address Thursday.

Herman Daych was declared the King Go-Getter of the Advertising Club, and was awarded the silver vase for selling more space at the Advertising Exposition than any other member of the sales force. The handsome vase for the champion Go-Getter Team was awarded to the team captain by Seward L. Bowser, of the Wanamaker Foundation, which was composed of Messrs. Field, Daych, Williams, and Lubs. Mr. Daych is vice-president of the United Advertising Corporation.

Every member of the various teams which took part in the contest was presented with a copy of "The Go-Getter," Peter B. Kyne's story which inspired the name, each volume being inscribed by the author.

The following is a list of exhibitors:

Addressograph Company, All Fiction Field, John W. Allison, American Lithograph Company, American Radiator Company, "American Weekly Magazine," Animated Pictures, Association, Foreign Languages and N., Attractoscope Corporation.

H. D. Beach Company, Beck Engraving Company, Bewtex Productions, A. H. Billingslea, Bradley and Merrill Company, Brentano's.

Campbell Ewald Company, "Chicago Daily News," "Chicago Daily Tribune," "Christian Science Monitor," Cook's Tours, "Cosmopolitan," Cunard Steamship Line, Colliers.

Thos. A. Edison, EDITOR & PUBLISHER, Einson-Freeman, Fain Knitting, Forbes Lithograph, Freedman Cut-Outs.

"London Daily Mail," McGraw-Hill, Mallinson Silks, John Martin's Book, Modern Priscilla.

National Biscuit Company, National Press Company, National Surety Company, James F. Newcomb, New York American, N. Y. Council, A. A. A. A., New York Daily News, New York Journal, the Evening Mail, New York Sun-Herald, New York Theatre Program, New York Times, New York Tribune, New York University, New York World.

Outdoor Advertising Agency, Photo Engravers Board of Trade, Postage, Poster Advertising Company, Wm. H. Rankin, Red Book Magazine, Rickard & Co., Rogers & Co., Ruggles & Brainard.

Robert Gair Company, Gravure Service Corporation, C. C. Creene Advertising Agency, O. J. Gude, Alexander Hamilton Institute, Hearst's International Magazine, Charles F. Higham Advertising, Hohner Harmonicas, Holeproof Hosiery, Honig Cooper, International Mercantile Marine.

Lasher & Lathrop, League of Advertisers. Women, Lee-Lash Studios, Lee & Nash, Franklin Simon & Co., St. Louis Globe-Democrat, Street Railway Advertising Company, Successful Farming.

Textile World, Thirty Club of London, Underwood & Underwood, United States Shipping Board, John H. Wright, John Wanamaker, L. E. Waterman Pen, H. L. Weiner Special Agency, Whitehead & Hoag.

Thousands of newspapers were represented at New York's big advertising show in the booth of EDITOR & PUBLISHER, where the claims of the newspaper as a national advertising Medium were presented and the most complete collection of newspaper headings ever made was shown.

When the big show opened, among those present were, reading from left to right, W. J. Betting, Herman G. Halsted, A. E. McKinnon, H. H. Charles, Thomas McDougall, Francis H. Sisson, Paul Block and Clifton D. Jackson.

NATION-WIDE TRADE SURVEY PRECEDED NAIRN LINOLEUM CAMPAIGN

Trained Investigators Spent Two Months Interviewing Consumers, Architects, Retailers—42 Key Papers in 40 Cities Selected for Big Ad Drive

By HAMMOND EDWARD FRANKLIN

WHAT'S behind a successful, far-reaching newspaper advertising campaign?

Anybody who thinks that such an effort consists chiefly of issuing a few orders to some newspapers, with some copy, has another guess coming.

The case of Nairn Straight-line Inlaid Linoleum is a pertinent example, right down to the minute, of the many other problems which must be faced and solved, if the newspaper copy itself is to be effective.

The Nairn Linoleum Company of Kearny, N. J., largest makers of inlaid linoleum in America, and their sole selling agents, W. & J. Sloane, New York City, wanted increased prestige with the trade and public and bigger sales.

Guess-work won't get a manufacturer far these days. He has to know and his sales and advertising plan of action has to be based on facts, not theories. And so the Nairn advertising agency, the Joseph Richards Company, Inc., of New York, took as a first step a complete and detailed study of the client's selling situation.

Trained investigators spent two months making a survey in different typical sections of the country. These information scouts went to consumers, architects and retailers. They went, armed in advance with carefully planned questionnaires, covering exactly the points information was needed on.

After giving the name, address, class of consumer, position, sex and age, the consumer questionnaire uncovered what brand the consumer was using, in what rooms, what rooms he or she thought it could in the future, reasons if any why linoleum is considered undesirable for bedroom, dining room and living room, whether the consumer was using inlaid, printed or plain linoleum, what caused the first purchase, whether quality, price or pattern would be the biggest consideration in buying now, whether the consumer in purchasing the last linoleum ordered by name, what brand name the consumer would call for if ordering now, whether the dealer's recommendation of a brand other than asked for would be taken now, how the ocnsumer would know whether he or she were receiving the brand asked for, longest time of satisfactory service linoleum has given, what is used to clean linoleum floors, any complaints against any brand of linoleum, attitude toward substitutes for linoleum, brands recalled as having been advertised, which one made most impression, where the advertising was seen, and other points.

Some of the questions asked architects follow: When presenting plans for a building, do you ever recommend the use of linoleum? If "Yes," for what kind of buildings? In cases where you do, does suggestion usually come from you or client? What brands do you recommend in your specifications? Do you specify how linoleum should be laid? Do you specify linoleum with felt paper under it or do you prefer to have it laid on the floor directly? Any clients complain about linoleum used? If so, what brands, and character of complaints? For what rooms in private homes, do you recommend the use of linoleums? From what manufacturers do you get the best co-operation in connection with laying of linoleum?

It was also ascertained which brands the architect remembered seeing advertised, what manufacturer has best presentation of linoleum as a floor covering, and what newspapers the architects read regularly.

The investigation in the retail trade covered such points as what brands are being carried in stock, whether demand for linoleum has increased in past year; what brand increased most rapidly; why; approximate percentage of the dealer's annual sales represented by various brands; approximate percentage of customers who ask for linoleum by brand name; the order in which customers consider quality and durability; pattern, salesman's recommendations and price in buying; kind in greatest demand now; class of people who buy bulk of linoleum now; what factors influence the dealer most in buying from any one manufacturer; which possesses the desired qualities in greatest measure; opinion of "every room" and "every floor" idea; whether sales are increasing other than for kitchen, bath, hallways and pantry; why; whether customers prefer a narrower or wider yardage; whether a charge is made for laying linoleum; method used; whether average purchaser understands how to care for linoleum; situation on felt base goods; trade papers read; dealer helps most desired and what kind of advertising would go farthest toward increasing the sales of a brand of linoleum for the dealer.

The information from this study was bound into two volumes which gave an authentic basis for further plans.

That dealers felt the newspaper the medium of greatest aid to them is demonstrated by the fact that newspapers were selected to carry the heavy part of the work to consumers. Thus it is that this fall 42 key papers in 40 cities, with circulations totalling 6,305,585, are carrying nine large insertions, each four columns by 12 inches. As a background for the newspaper campaigning, some full pages are being used in the Ladies' Home Journal, McCall's and Good Housekeeping. The Fall effort follows a strong Spring drive, during the Spring selling season.

The Spring newspaper advertising appeared in four and two column space twice a week in 35 buying centers over an eight-week period. Many dealers tied up with the general campaign, through the influence of newspaper merchandising departments.

Nairn advertising was merchandised to dealers by letters, by salesmen and by a house organ, the Nairn Salesmaker, which carried full details of the advertising and suggested various methods to boost Nairn sales in the store. Dealers also were reached through monthly full pages in American Carpet and Upholstery Journal, Carpet and Upholstery Trade Review and Pacific Furniture Trade.

A dealer help which proved popular was a large, almost life-size cutout lithographed in nine colors, which could be set up with three real or dummy rolls of linoleum in less than 15 minutes. This has served a valuable purpose for window and floor use. Reprints of newspaper and magazine advertising to send to customers have been furnished free of charge. A 24-page booklet, "The floor of enduring beauty," imprinted with the dealer's name also has been furnished. Electros and nameplates were furnished dealers on request.

The interest of the architect was enlisted through advertising in Architectural Forum, Architecture and Architectural Record and a thorough Linoleum Data Book, written specifically for architects, bearing the A. I. A. index number in accordance with Standard Construction Classification, loose leaf sheets, 8½ x 11 inches, in a stout folder of the right size to fit into the architect's file. This contained data on Nairn, on linoleum and how to lay it, together with complete linoleum specifications ready for insertion in general building specifications. Missionary men also were sent out to mix with architects and dealers.

The product stands first in this firm's copy, but the text and the trade mark are prominent enough not to be lost.

The newspaper advertising, which has been drawing much attention, shows that it is as possible to get attractive, strong effects from them as from national magazines. The reproduction with this article shows how the Nairn name and the linoleum were featured. Each advertisement brought out the point that the colors go through to the burlap back and "Your dealer knows Nairn." The trade-mark of the three thistles received some prominence and sketches of rooms with the linoleum in use were shown. The forceful art treatment made the quarter page copy really capture the eye.

New uses, such as Nairn for closets, etc., were driven home in the educational work with the dealers.

On August 23, a sales meeting was held at New York at the Sloane headquarters, following a luncheon. About 100 salesmen, including retail and jobbers' salesmen from near-by eastern territory, were present. H. A. Dammeyer, sales manager of the Sloane linoleum department, presided.

A. W. Sullivan of the Joseph Richards Company, Inc., then outlined the advertising plan as a whole, high lights of the previous survey, and the use of advertising as the "right hand" of selling, showing that it makes introductory work easier, saves time and effort, overcomes price objections and builds increased volume of sales. Lantern slides showed how Nairn planned to carry out these aims.

W. R. Parker of the Joseph Richards agency gave a talk on the dealer helps. At the close of the advertising part of the program, portfolios of advertising were presented to those present and later mailed also to others who couldn't be on hand.

K. W. Plumb of W. & J. Sloane explained how the home office co-operates with jobbers, dealers and salesmen, including how sales promotion men work in the field in calls on architects and dealers, enabling salesmen to center attention on selling. Mr. Dammeyer emphasized the importance of selling the complete line rather than a few popular numbers. The next day three large parties of salesmen visited the Nairn plant. The two-day section concluded with a luncheon.

Newspaper advertising isn't the "whole cheese" in a broad and skillfully conceived marketing program. Many other elements enter. But ordinarily, if the other elements are built around a solid foundation of newspaper copy, success in marked degree follows.

This and the smaller specimen, shown above, are newspaper copy, with bold art effects that lose nothing under the most unfavorable conditions that might exist in newspaper pressrooms. These conditions are better than they are painted by folks who prefer other media, proved by the fact that these reproductions were made from newspaper pages which had passed through the mail three times.

SECRECY DEVICE FOR SENDING NEWS BY RADIO PRINTERS PERFECTED

Invention of Finch and Stevens, I. N. S. Engineers, Quadruples Volume of Wireless Transmission—Practical Stage Reached—Rivals Wire Method

By PHILIP SCHUYLER

STARTLING disclosures of achievements in the secret transmission of news by radio were made this week.

After several years of closely guarded experimentation, M. Koenigsberg, president of the International News Service, declared I. N. S. radio engineers had perfected wireless device, capable of sending simultaneously from one central transmitting station four different stories to four separate typewriters operated by the same wireless impulses that carry the messages, thus quadrupling the volume hitherto found possible in radio transmission.

M. Koenigsberg

Mr. Koenigsberg's announcement followed the public demonstration in Chicago, Nov. 8, by the Morkrum Company of the invention of Francis Dunmore, insuring privacy in radio communication. The demonstration took place before 300 delegates to the convention of the Association of Railway Electrical Engineers.

The disclosure of experiments conducted by I. N. S., however, showed that secret transmission of news by radio to automatic printing machines has been in progress for more than two years, and that further great advances had been made.

Facts announced by Mr. Koenigsberg, in an interview granted Editor & Publisher, can be generalized as follows:

1. Obstacles that have hitherto opposed the widespread adoption of radio as a means of news distribution have been overcome.

2. Secrecy of transmission has passed from the experimental into the practical stage through more than two years of successful tests. The secrecy is assured by use of signals which do not form letters, but do actuate the mechanism of typewriters so that if these signals were recorded on a phonograph they could not be transcribed into words. The only possible means by which the message could be picked up would be through the employment of an automatic typewriter identical with the other typewriters to which the transmitting station was sending signals. Even this, however, would prove impossible whenever signals were revised in order to prevent theft. Such revision of signaling can be accomplished from day to day.

3. The manual attention hitherto regarded as necessary for the maintenance of receiving stations has been reduced to a minimum, so that the necessity for the presence of an expert at each automatic typewriter will be necessary only when that machine gets out of order. The day to day operation of each automatic typewriter will be assured by the turning of a knob or lever.

William G. H. Finch, Lieutenant-Commander A. M. Stevens, and William A. Bruno are the engineers who have produced what is known as the High Speed Automatic Radio Printer System, which makes this startling advance in secret radio transmission possible.

"Wireless for extensive news transmission is now commercially feasible, and even more dependable than present overhead wire systems," Mr. Koenigsberg told Editor & Publisher.

Mr. Koenigsberg was deeply chagrined that the necessity arose at this time for making the announcement that Editor & Publisher herewith presents. He felt that the necessity was dictated by the publication of the story from Chicago which, if not clarified, might retard very seriously a general acceptance or understanding of the fact that radio is so close at hand as an instrument in news transmission. The story from Chicago indicated that secrecy was for the first time demonstrated at the convention of the Association of Railway Electrical Engineers, whereas such secrecy has not only been assured but actually practiced from day to day for more than eighteen months.

In the interview, Mr. Koenigsberg emphasized the importance to newspapers of the fact that now four different messages can be sent over the same radio channel and received on automatic printers.

"With the new device," he explained, "financial, sporting, general, and foreign news can be sent from one central transmitting station by wireless simultaneously to newspaper offices. There these messages can be received on different printer machines, placed, if desired, in different parts of the building.

"There would be a series of sending bureaus from which this service could be dispatched to newspapers, within a determined radius.

"Small town newspapers could be furnished easily and at a cost within their means a complete service sent at 50 words a minute.

"Newspapers in larger cities could be given a report totaling 100,000 words a day if they wanted it."

W. G. H. Finch

"We believe we have solved all problems which have prevented full use of radio in news distribution," he said.

"Much of the manual attention thought necessary in the operation of the automatic radio printer machine has been done away with.

"Difficulties due to static conditions have been greatly diminished.

"There will now be little difference in the average hours of interruption between overhead telegraph and wireless, with the advantage resting with wireless.

"Storms and static conditions are supposed to offer so many obstacles that wireless has been considered less dependable than overhead wire.

"But in a storm, when a wire is down, any telegraph editor knows the terrible delay which results, while repairs are made.

"Wireless needs no such manual attention, and as soon as the static subsides, operation can be resumed, and continued at double speed, quickly regaining the lost time.

"Possibilities for newspapers accruing from the invention are, of course, tremendous," Mr. Koenigsberg pointed out.

"Tremendous increase in the volume of telegraph news will result. We will no longer we dependent upon the number of built and installed lines.

"It will mean, as I said before, that small town newspapers will be afforded service at rates utterly impossible under existing conditions."

Mr. Koenigsberg declined to make public the cost of the new machine. Finch, who was present at the interview, suggesting other radio engineers, working from the cost, might be able to arrive at the secret of the invention.

The talk with Mr. Koenigsberg and Mr. Finch took place in the radio laboratory of the uptown New York office of the International News Service at 59th street.

The room contained a radio transmission set, different types of automatic printer machines, the new invention—the High Speed Automatic Printer System—and a portable receiving system, such as would be installed in the newspaper offices, besides much other experimental radio paraphernalia.

It was Finch who invented the basic principle of the now developed high speed radio printer. The Finch relay was patented as early as 1920. In 1921 International News Service became interested in the project. They purchased Finch's invention and took it off the market.

Archibald M. Stevens, a professional radio expert, came to I. N. S. in June, 1922, and joined with Finch in the work of experimentation.

The first message, with prominent newspaper publishers present, was received by use of the Automatic High Speed Radio Printer July 20, 1922.

Since this date all time and work of the radio engineers was devoted to refinement of the various elements of operation, with one end in view—diminishing the need of manual attention and thereby greatly increasing its dependability.

From the uptown laboratory tests were made almost continuously to what Koenigsberg described as the most difficult receiving station in the world, the downtown office of the I. N. S. on Spruce street, New York. Messages received at this office were automatically returned uptown, to be checked.

The Spruce street station is a veritable "cup," Koenigsberg pointed out, surrounded and blocked by huge intervening steel structures, creating great difficulties in radio transmission. The two offices are five miles apart.

Tests were also made for long periods at a time between New York and an I. N. S. experiment station at 200 Orchard street, Tarrytown, N. Y. The distance in this case is 25 miles.

Stevens is now on the Pacific Coast conducting further experiments in long distance transmission.

Finch is a young man. He is only 28. High strung, rather nervous, and exceedingly modest, he hesitates to speak about his work, which may bring millions of dollars to his pockets.

Born in Birmingham, England, he became an American citizen by naturalization in 1915. His home in this country is at Buffalo, N. Y.

Before entering the services of the Hearst organization, he was employed as electrical engineer by various concerns. Since 1908, however, he at all times concerned himself with experimental radio work. He held one of the first radio licenses granted by the government early in 1913.

A. M. Stevens

During the World War, disqualified by physical condition from overseas service, he organized and had charge of radio activities of the First Field Artillery, New York National Guard.

Then, after the war, he continued his radio experiments, finally developing and patenting the Finch Automatic High Speed Recorder. It was this device which the I. N. S. purchased and took off the market.

Finch is a member of the following recognized engineering societies: American Association for the Advancement of Science, American Institute of Electrical Engineers, the Institute of Radio Engineers, and the Franklin Institute. In addition to this he has successfully completed a special radio course offered by Columbia University, and also a Patent Law Course.

He is the radio editor of the New York American.

Stevens, during the war, was a Lieutenant Commander in the United States Navy. He was then in charge of the installation and construction of the Lafayette Radio Station at Bordeaux, France, from which direct radio communication was obtained with Washington. He, too, is a young man, only 39. He has always been an electrical engineer. He is identified with the development of the Arc Transmitter and its associated apparatus. His home is in Palo Alto, Cal. With Finch, he is also a member of the American Institute of Electrical Engineers and the Institute of Radio Engineers.

Following the demonstration by the Morkrum Company in Chicago of the invention of Francis W. Dunmore, insuring privacy in radio communication by means of a standard land-line printing telegraph machine, Milton Garges, chief of the traffic department of the Associated Press, this week in New York declared the Associated Press, with Morkrum, were planning further tests, with a view to possible wide installation of the new apparatus.

Garges declined to enlarge upon the A. P. plans, pending the tests, which he said should be concluded by next week.

Designers of the new equipment claim important possibilities for it in the direction of extended use of the ether waves for private communication, commercial telegraph, and press reporting.

The key device of the new system is a small instrument weighing less than twenty pounds, known as the Dunmore relay, the invention of Francis W. Dunmore, a staff engineer of the Bureau of Standards. This instrument transmutes the radio impulses into a specially devised land-line telegraph code, which, in turn, is recorded by the printer or ticker. In addition to the selectivity function as regards wave lengths, the relay also responds to definite tones, so that interference by sending stations with corresponding wave lengths is reduced virtually to zero. The extremely close tuning afforded by the tonal resonance works also for the elimination of static interference, according to the demonstrators.

Milton Garges

The signals received in the standard radio set are passed to the relay, and thence transmitted to the printing telegraph machine. The primary sending and the receiving equipment are identical to that used in printer telegraph overland wires, the difference between the two being that the signals of one are transmitted by ether wages and those of the wire system are sent over physical connections between the two stations.

"We have demonstrated the reliability of the radio printing telegraphy by tests between ground stations and maneuvering aircraft, and between moving ships, but today's exhibition marks the first demonstration of the system which insures privacy," said L. R. Schmitt, expert of the Morkrum Company.

Privacy is obtained by merely placing the wires of the sending keyboard in improper relationships with the broadcasting pulsator. Then, by arranging the same order of pulsations at the desired receiving station, private communication is possible. Elsewhere, even to stations tuned into the proper wave length, the pulsations register an uncanny XYZ series.

The broadcasting may be made available to many co-ordinated receiving stations simultaneously or a single station.

The first long distance experimental test of the Dunmore-Morkrum system in news transmission was made in February between Chicago and Milwaukee. The Morkrum Company, co-operating with the Associated Press and the Milwaukee Journal, tested the system first by sending the Associated Press dispatches into the Journal offices in typewritten form.

"It is hoped that distribution of news by wireless will solve the problems of the papers in the smaller towns," said a statement made public today by Sterling Morton, president of the Morkrum Company.

WHITE HOUSE NEWS CORPS PROTESTS SLEMP'S CONFERENCE RULING

Tells Coolidge They Relinquish Right to Bar All but Bona Fide Reporters from Presidential Interviews When His Secretary Admits Press Agent

By SAM BELL

(*Washington Correspondent of* EDITOR & PUBLISHER)

FOR the first time since the newspaper correspondents established working relations with the White House, the press conferences between the President and members of the Washington Corps threatens to pass from control of the newspaper men.

Unless conditions at the White House, which the reporters regard as intolerable, are altered, the correspondents propose to disclaim all responsibility for the conduct of the semi-weekly conferences with the President and place the onus of policing the meetings and protecting the confidences of the President squarely upon the shoulders of C Bascom Slemp, the President's secretary, whose action has brought about the situation protested by the bona fide newspapermen of Washington.

Insistence upon the part of Mr. Slemp to reserve for himself "full authority to make and enforce exceptions" to list of persons adjudged eligible to attend the conferences under the rules of the White House Correspondents' Association and the Press Galleries of Congress, has caused the reporters to inform President Coolidge that hereafter the eligibility of all persons admitted to the conference must be judged by Mr. Slemp, the reporters making no further effort to keep their meetings with the President clean of press agents, propagandists, tipsters and the like. The action to the Correspondents' Association was taken Tuesday, Nov. 13, immediately after the noon conference with the President at which a representative of the publicity organization of the Methodist Church was present with the permission of Mr. Slemp, despite the fact that the publicity man had been adjudged ineligible under the rules of the Association.

At the same time, and proving an important factor in prompting this action on the part of the Correspondents' Association, the organization received a letter from President Coolidge stating without qualification that the rules for governing the conference recently adopted by the Association and submitted for Presidential approval were acceptable to the President.

"I am glad to say," wrote Mr. Coolidge, "that they (the rules) are acceptable, and that I shall rely upon your Association for the maintenance of the policy which they represent."

Strangely enough the copy of the rules which had been submitted to the President through Mr. Slemp, and were returned to the Association with the President's letter of apparent acceptance, contained an amendment written in pencil by Mr. Slemp.

"Full authority is reserved by the Secretary to the President," wrote in Mr. Slemp, "to make and enforce exceptions to the eligible list."

On the face of the amendment, which may or may not have been seen, or at least understood fully, by President Coolidge when he wrote the letter accepting the rules as drawn by the Association, it was plain that it would be futile for the Association to function longer, except possibly as a social organization. The President and Mr. Slemp were notified virtually to that effect. If Mr. Slemp's reservation remains in force, he and not the reporters, must see that the President is protected in the future.

When President Coolidge entered the White House, he was asked at his first meeting with newspapermen if the conduct of the conferences was to be the same as those that governed the meetings of press representatives and the late President Harding. Mr. Coolidge indicated that such was his desire, but with the advent of Mr. Slemp and increasing attempts on the part of persons not considered bona fide newspaper men in the meaning of the White House and Press Gallery rules to gain admittance to the conferences, members of the White House Correspondents' Association sought to put the understanding in black and white for the benefit of correspondents, the President, his secretary, and such persons who sought admittance without having the proper qualifications.

When Deets Picket of the Methodist organization sought admission for himself, or his representative, Mr. Woolever, it was refused by the Association. The rules which have been in force in the press galleries of Washington for years were re-drawn at the White House. Under those rules admission to the President conferences, as is the case in the press galleries of Congress and Government Department conferences, is limited to "such correspondents as are duly authenticated by their newspapers, or the heads of bureaus, to be representatives of: (a) wire news services, (b) daily American newspapers, (c) foreign newspapers to which daily cable communication is made, and those who are accredited to the Congressional Press Galleries."

It is the position of the members of the White House Correspondents' Association and all the bona fide representatives of daily newspapers in Washington that control over the eligibility of those participating in the meetings with the President was given the newspapermen more for the protection of the President than for the benefit of the press. As the result of such control, it has been assumed the President knew he was talking only to accredited newspaper men who were pledged to respect his confidences. There was no desire on the part of the reporters to keep others from talking to the President, but only to confine press conferences to newspaper men.

In his conversation with officials of the White House Correspondents' Association explaining why Mr. Woolever of the Methodist publicity organization was given permission to enter the last two conferences over the explicit ruling of the Association that he was not eligible, Mr. Slemp said:

"Well Mr. Woolever is a good fellow. Why, he even represents a big university."

In applying to Secretary Slemp after he had been turned down by the Association, Mr. Woolever said that reports of the conference by representatives of the daily press were "unreliable and misleading."

NO CHANGE IN PAPER PRICE

Newsprint to Be $75 a Ton First Half 1924, Says International

The International Paper Company announced this week the present price of $75 a ton for newsprint to be delivered under contract would continue during the first half of 1924.

The announcement, sent out by Joseph Fearing, sales manager of International, states approximately 99 per cent of the standard contract customers of the International Paper Company have contracted for tonnage to be delivered next year.

"While it is true that present and probable future costs have been increased to some extent," the announcement reads, "by shortages of water-power in the New England States and in the state of New York; and also by some advances in freight rates on pulpwood; still, and in spite of these facts, this company believes that it is best, for its own interests and those of its customers, to make no change in the present price of roll newsprint."

The company last spring announced an increase in wages, but despite this, the price of paper remained unchanged.

U. S. ADMITS 16 INCH NEWSPRINT FREE

A. N. P. A. Claims Victory When Customs Division Reduces Minimum Width of Non-Dutiable Roll Paper 5 Inches

Clarification of the Treasury Department's recent ruling defining newsprint paper for the purposes of the customs duties act, has been made by Secretary Mellon in a letter to the Collector of Customs for the Port of New York.

Mr. Mellon said: "The Department is in receipt of your letter relative to the classification of side runs of newsprint paper. You enclose a letter from the appraiser in which he states that according to information furnished him quite a number of daily newspapers use rolls 16¼ inches in width and that there are two daily newspapers in the United States using 15-inch rolls and one using 15½-inch rolls.

"In the opinion of the Department the term 'standard newsprint paper' as used in paragraph 1672, has reference to paper of a kind, quality, and width ordinarily used by representative newspapers in printing their regular editions and as the record on file in the Department show that paper as narrow as 16 inches is used for this purpose, it is the opinion that paper of the kind and quality described in T. D. 39778, 16 inches in width or over, is entitled to admission free of duty as standard newsprint paper under paragraph 1672 of the Tariff Act."

The A. N. P. A. made the following announcement relative to the ruling:

"The A. N. P. A. Committee on Federal Laws, of which S. E. Thomason is chairman, has just won another victory for publishers.

"Congress having placed 'Standard News-Print' on the free list, the Treasury Department ignoring the A. N. P. A. Committee's contention that the definition of 'Standard News-Print' should be based on use, promulgated a definition based solely on content and weight, but not on color or finish as contemplated prior to the A. N. P. A. representations.

"The Customs Division of the Treasury Department has just announced it will admit a 16 inch minimum width roll to free entry, having originally excluded from free entry news-print of less than 21 inches width, basing its action on use and not content.

"The A. N. P. A. Committee having demonstrated that some 416 newspapers use news-print of widths less than 21 inches, the minimum width was tentatively reduced to 17¼ inches, and on further submission of the fact that 116 or more newspapers use widths of less than 17¼ inches, a further reduction to 16 inches has been made.

"We have thus far been unable to learn of more than three newspapers using widths of less than 16 inches. The A. N. P. A. Committee is now giving further consideration to the matter.

"The inconsistency demonstrated by the Treasury Department in refusing to base its definition on use and the Customs Division in doing so, is only surpassed by one recently reported instruction of the Customs Division that newsprint should not be admitted duty free unless 24 by 36 inches."

Swope Donates Chess Club Cup

Herbert Bayard Swope, executive editor of the New York World, has made a contribution to the prize fund of the recently organized World Chess Club. Directors of the club have announced they will establish with his donation the "Herbert Bayard Swope Cup," which will be competed for annually, and on which the names of the prize winners of each tournament will be inscribed. Seventeen entries have been received for the first tournament, which will get under way soon.

FREE TO BACK PRESS USE OF NAVY RADIO

Congressman from California Will Seek to Make Present Arrangement Permanent at Next Session of Congress

Determined effort to make permanent the present authority by which navy radio facilities are used for the transmission of press dispatches in the Pacific, will be made at the next session of Congress by Representative Arthur M. Free of California, a member of the House Committee on Merchant Marine and Fisheries. The congressional resolution authorizing the present service expires June 30, 1925, having been extended at the last session of Congress from June 30, 1922, as the result of vigorous fight of publishing interests led by the EDITOR & PUBLISHER and the Press Congress of the World.

Notwithstanding promised development of commercial radio facilities in the Far East and the Pacific area by construction of stations in China by the Federal Wireless Telegraph Company and extensions of the Radio Corporation in the Far Eastern field, Mr. Free is convinced that efficient press service between the United States, Hawaii, the Philippines and Japan still depends upon use by the news associations and newspapers of the Navy's service. Although commercial radio companies, particularly the Radio Corporation of America fought the extension of the use of the navy facilities at the last session of Congress, representatives of the Corporation were forced to acknowledge that their limited facilities hardly permitted the transmission of press dispatches. Neither could the Corporation see its way clear at that time to quote rates for news transmission considered anything but prohibitive by the publishing interests.

This situation, Mr. Free believes, still exists and while he looks for opposition to permanent arrangement between the Navy and the publishing interests, he believes the objections of the commercial companies can be overcome in Congress if the American press rallies to the support of his proposal. The argument of commercial radio interests that use of the Navy's facilities by the press places the Government in competition with private industry will be met with the assertion the extension means the Government will be getting revenues from a business that otherwise would not exist due to the fact that press cannot be transmitted practically at the rates insisted upon by the private corporations.

The service afforded by the Navy, Rep. Free says, has proved successful to the press, but its expansion is being held up because the newspapers and the press associations generally are not willing to undertake extensive arrangements for sending press reports when it is not a certainty that they will be permitted to continue after June 30, 1925. Another extension of three or five years, Mr. Free believes, would not be a sufficient inducement to bring about any great amount of expansion of the service, but he is convinced that a permanent arrangement would result in a great expansion in news exchanges between the United States and the Far East, resulting in a better understanding between the American and the peoples of the Far East.

Navy Department officials are enthusiastic over the service and will support any form of extension, whether permanent or for a limited period of years. The service not only has proved profitable to the Government, but it has afforded the Navy the opportunity to keep its radio personnel in practice. Too few messages actually concerned with the business of the navy, these officials say, are transmitted to keep the men in trim.

Opposition to the Free proposal is looked from Rep. William S. Greene of Massachusetts, who is scheduled to be chairman of the House Merchant Marine Committee and Representative Wallace H. White, Jr., of Maine.

LEE, READING VILLARD, ASKS LESS BIAS, MORE ETHICS, IN CRITICISM OF PRESS

Points to Inaccuracies and "Balloon Reporting" in Nation Editor's Recent Book On American Journalism, "Some Newspapers and Newspapermen"*

By JAMES MELVIN LEE

Director of the Department of Journalism at New York University and Lecturer on Ethics in the New York University School of Retailing.

OSWALD GARRISON VILLARD was long identified with one of the great papers of this country as its president. He has been an influential member of the board of directors of the Associated Press. To the columns of the Atlantic Monthly, and other periodicals of unquestioned standing he has contributed critical articles on newspaper tendencies. At newspaper conferences, he has often been a speaker whose message received careful attention. Consequently, a book from his pen on the American press can not be dismissed nonchalantly with commonplace comments. He is going to be taken seriously by the reading public, a fact that must be faced by the newspaper editor and publisher. In any review of his book, fairness must be the key-note or the review will simply confirm the charges brought against the press.

Too often in a book review, the author's purpose is completely over-looked. No one is better prepared to set forth the purpose of a volume than the author, himself. Mr. Villard opens his preface with the following:

> These studies in current daily journalism, most of which have appeared in the Nation, are less haphazard than may seem at first sight. The various journals selected were chosen less for geographical reasons than to illustrate the prevailing tendencies in the rake's progress of our press, due to the commercialization of what should be the noblest of professions.

In all fairness, the concluding paragraph of the preface should be noticed in passing:

> While nothing has been set down in malice, the author must admit a bias. It is the bias of one who has belonged to the profession for twenty-six years, when many another fruitful and less arduous intellectual opportunity beckoned; of one who cannot witness its rapid decadence without sharp pain. It is also the bias of one who, together with three other members of his family, has had the privilege of serving journalistic ideals for one hundred and five years, as long a consecutive newspaper service as that of any other American family.

Because Mr. Villard so freely and so frankly confesses this bias, any review ought to be less critical of a nose for news that detects putrescence rather than perfume; and of an eye for news that sees decay rather than growth. The practical newspaper man gets the habit of hunting for the bad rather than the good, for the former has the greater news value. Yet to say that Mr. Villard deliberately set out to record only the evils of the press, would be unfair, for his book is not without words of praise when his condemnation is most severe. In all kindness, however, I do assert that his eye for news is sharper and his nose for news is keener when he is the Devil's Advocate.

Right here, I want to dismiss as unworthy of a reply the assertion sometimes heard in newspaper circles that Mr. Villard is a carping critic who, jealous of the success of others in a field in which he has failed, seeks to destroy in a spirit of revenge. At the same time no attention need be paid to such remarks as, "The trouble with Villard is that he wants the press of to-day run the way Granddaddy Garrison ran the Liberator." But back to the book.

As the pages are turned one wonders into what fold Mr. Villard is trying to drive the newspapers. Not until the reader reaches the middle of the book does he find the post to which Mr. Villard would tie the press. Here it is:

> I am hopeful that in the future struggle between the two great groups of thought in America, between the powers of privilege and the masses of the people, its voice will be heard on the side of the masses rather than of the privileged. (page 131.)

Another tag from the same post is found on page 227:

> The dailies have all the faults and weaknesses of the ordinary press, which means first of all that they have lost touch with the masses.

Such a tag differs most materially from that once pinned to the lapel of Mr. Godkin for whom Mr. Villard has a chapter of praise:

> Godkin the righteous, known of old,
> Priest of the Nation's moral health,
> Within whose Post we daily read
> The Gospel of the Right of Wealth.

The difference in these tags indicates the change of heart possibly experienced by Mr. Villard. At any rate, the quotations from his book clearly indicate a second bias which the reader must keep constantly in mind as Mr. Villard applies his ethical yard stick to measure such newspapers as the Kansas City Star, the Louisville Courier Journal, the Chicago Tribune, the New York World, the New York Times, the Christian Science Monitor, the Baltimore Sun, the Philadelphia Public Ledger and others.

Mr. Villard says on page 7, that any definite worthwhile survey of American journalism must apply the ethical measuring stick above all others. Since he has suggested such a yard stick, he should be the last to raise any objection if it be applied to his own book. A detailed study of the volume shows that the same criticisms that may at times be justly brought against the American press, may with equal justice be brought against the book.

The American newspaper may be justly criticized for a lack of accuracy. So may the book. To say that Dante Barton (page 217) was once chief editorial writer, when he resigned because he was not given this position is a slight slip which does not affect a charge which could be justly brought against the Kansas City Star. But it is much worse for a newspaper man to make such a false statement than for a layman. To publish in a book that Joseph Medill Patterson is slightly younger than his cousin, Robert R. McCormick (page 206) when he is slightly older, could easily be overlooked if it were not one of many such slips. Such carelessness is less excusable when the assertion is made on page 194, that the Chicago American is a morning paper, when it is listed in all newspaper directories as an evening paper. Such confusion would seemingly indicate that someone is not very familiar with Chicago newspapers. A good newspaper man, if he does not know ought to find out especially when he has not got to make the mail edition.

On page 194, Mr. Villard says:

> There is surprisingly little domestic advertising in Chicago, for many of its greatest industries are not advertisers, so that the press there must live largely upon department-store advertising and the highly remunerative "want" advertisements.

Now, the Chicago Tribune publishes a booklet entitled "Book of Facts," which shows that department-store advertising for that paper constitutes less than twenty per cent of its total display advertising; less than fifteen per cent of its total advertising lineage, and probably about ten per cent of its advertising revenue. It is a simple statement of fact that very few American newspapers are so little dependent upon any one class of advertising as the Chicago Tribune.

On page 274, Mr. Villard asserts that the Bennetts were the most remarkable news men this country has ever produced. Mr. Villard may believe this, "but the truth lies elsewhere." The greatest news man this country has ever produced was Frederic Hudson, who was the managing director of the Herald under the elder Bennett. But why multiply the mistakes?

Since the essays first appeared in the Nation, numerous errors of fact have been corrected, but the book still has too many. They leave the impression that its author has not been so diligent in the search for truth as he should have been since he is so constantly stressing this matter of ethics. After all, it is, as the Good Book says, "the little foxes that spoil the vines."

It was a man who had worked for Villard for years who once remarked to me, "Villard has a very peculiar way of seeing the truth." As much as I personally admire Mr. Villard, the assertion seems to be proved by his book. Half-truths are often less ethical than downright falsehoods. On page 197, the assertion is made that the Chicago Tribune fought Dunne and Fisher when they tried to work out some solution of the street railway problem, and still had no constructive program to suggest. This assertion is partly true and partly untrue. The Tribune did not agree with some of Fisher's ideas in the long course of the Chicago Traction controversy. It did, however, agree with and support some of his ideas and has always supported constructive programs for settlement.

On the same page, is another half falsehood allegation about opposition to the Federal Reserve System. The Tribune did not oppose the Federal Reserve System, but it did say in its editorial columns that the law proposed made it possible through politics to draw resources of one section to the use of another unjustly. The fears thus expressed were doubtless exaggerated, but they did not constitute opposition to the Federal Reserve System.

A criticism which may be justly brought against the American newspaper is that of what may be called "balloon reporting." By this, I mean taking a few facts and blowing them up until the reader gets a false impression. From an ethical point of view, Mr. Villard does this too often in his book. By way of illustration, I may take what he says about the Christian Science Monitor. An examination of that newspaper by my students, shows that it does not ignore in any way, the existence of death, as asserted by Mr. Villard. Its advertising regulations are not so narrow as he asserts as any one can see by examining a copy of the paper itself. To publish such a statement (page 120) that the Monitor forbids an offer to apply a "permanent wave" is to print nonsense. In the issue before me (November 8, 1923) at least eight, if not more, advertisements of "waves" coil themselves up in its columns. The advertising rules of the Monitor are so ethical that they need no exaggeration by the balloon method.

In his concluding sentence about the Christian Science Monitor, Mr. Villard fears that the Monitor is going to be "colorless, dull, monotonous, and without the shining edge of the sword of the Apostle." I may be biased because the present editor of the Monitor is a warm personal friend who gave me one of my first jobs. As a teacher of ethics as well as a teacher of journalism, I am prepared to say that he now prints on the editorial page of the Christian Science Monitor in a temperate, tolerant and courteous way, what produces a far more immediate reaction on the part of those to whom it is addressed than the two column "slams" plentifully besprinkled with small caps with which he used to belabor the American public in a daily newspaper which shall here be nameless. Again, as a teacher of ethics, I should like to emphasize those words, *temperate, tolerant* and *courteous*, for without the same, no survey of journalism is, in my opinion, ethical.

In his chapter on the Christian Science Monitor, Mr. Villard says: (page 121), "It tries to give full credit to the other man's motives." The affection for and devotion to Theodore Roosevelt on the part of Nelson of the Kansas City Star is known to all newspaper men. On page 216, Mr. Villard makes the assertion that Mr. Nelson made Roosevelt a contributing editor, and then adds that under "the spell of Roosevelt's leadership, Mr. Nelson broke away from older traditions to become a fierce exponent of a militant, prepared, armed America without realizing how inconsistent that was with the tenets of true democracy." The facts are that Mr. Nelson died in April 1915, before preparedness had become a pressing necessity in the United States; *and more important before Roosevelt was ever a contributing editor to the Star.* It was after Mr. Nelson's death and under the present management that Colonel Roosevelt became a member of the editorial staff of the Star.

In no way do I question the motive of Mr. Villard in being so far from the truth. But I do wonder what he or Upton Sinclair would write if a newspaper made such an error about Roosevelt's connection with the Star. How such an error could be printed in the Nation and later be reprinted in a book without being corrected, is beyond me.

In his revised essay about the Kansas City Star, Mr. Villard has dropped the phrase of "abominable persecution of Mrs. Stokes" which he used in his essay in the Nation. But he offers no explanation of the omission. He is very critical of the newspaper that does seek to amend for wrongs done. From an ethical point of view, I think he owes an apology to the Kansas City Star. I am very familiar with this case—which is not to be confused with another Stokes case—for the reporter who covered the story, later became associated with me in the Department of Journalism at New York University. If space permitted, I should like to take the witness stand on this case.

From an ethical point of view, again, no one should render a decision until he has gone into the case carefully and seen it impartially from the angle of all the people involved—at least that is what I tell my class in ethics. From what appears in the book, Mr. Villard has failed to do this again and again.

Take the case of the Stillman scandal which Mr. Villard, on page 5, criticizes the New York Times for printing, in view of its motto, "All the News That's Fit to Print." Having a little daughter in my home, I personally objected to the first instalment of that serial on the first page of the Times. I went to the managing editor with a protest. From him, I learned all the details which because of the confidential way in which they were given, I can not publish here. But as a teacher of ethics, I am prepared to defend the Times in this matter.

Had the Times suppressed the story, one can easily imagine what the soap box orator, haranguing the crowd on the street corner, would say. His words would remind me of what I recently

*Some Newspapers and Newspapermen (Alfred A. Knopf) by Oswald Garrison Villard, Managing Editor, Editorial Writer, and President of the New York Evening Post 1897-1918; Editor of the Nation.

SAVING THE CHILDREN

Sophie Irene Loeb, for many years writer on child welfare work for the New York Evening World, this week discussed her favorite topic at the White House with President Coolidge.

heard a news boy yell, "All about a rich man killing a poor man and getting away with it." It will be a sad day for the American press when it has one rule for the rich and another for the poor.

In view of what the Times printed about a former president of the National City Bank, and what it printed about a former vice-president of the same bank, I frankly, do not see how Mr. Villard can ethically justify the assertion that the New York Times fawns at the feet of the rich—chiefly the vulgar rich, day in and day out. It looks to me as though a newspaper is going to be damned if it does and damned if it doesn't. From an ethical point of view, the guiding principle must be the motive for the printing of such scandal.

Critics, among them Mr. Villard, condemn the kind of reporting which makes a newspaper relate within a comparatively brief period that Petrograd has fallen six times. Simply as a matter of ethics, critics should indicate whether such newspapers printed the fall as a fact or merely recorded a rumor. The rumor may be untrue and yet it may still be a fact that the rumor is circulated. There is nothing ethically wrong in printing a rumor if it is so indicated.

On page 276, Mr. Villard publishes a rumor that Lincoln read only the New York Herald. Any careful student of American journalism knows that the newspaper read most carefully by Lincoln was the New York Tribune. Yet Mr. Villard is perfectly justified in printing such an assertion that there was a rumor that Lincoln read only the New York Herald.

On page 11, Mr. Villard asserts that the New York Times has never commented on the Tribune's editorial proof of the Times textual alteration for its own purposes of an editorial reprinted from the Boston Transcript. From an ethical point of view, this allegation is open to very severe criticism. The reader has a right to know whether any alterations, if made, appeared in the editorial columns or in the news columns. If it appeared in the news columns, the slip may not be that of the paper but that of the telegrapher who sent the matter over the wire. The case is quite different if after a lapse of several days, a textual alteration appears on the editorial page. But even here, the compositor may make a slip for which the editorial writer can not be held responsible. Everyone knows how type gets mixed; even the best proof readers are not infallible. Now, I am not defending the Times if it deliberately altered for its own purposes an editorial comment originally printed in the Boston Transcript. But I do criticise the particular form in which Mr. Villard makes the allegation. I always tell my class in ethics that in praise they may be somewhat general but in condemnation, they must be specific, so that others may check up the facts for themselves without too much labor about dates and places.

On the same page (11), Mr. Villard uses a very strong word when he says that the New York Times "refused" to print an Associated Press correction. The Times may or may not have printed a correction. Any practical newspaper man knows numerous reasons which might explain an omission. For example, it may have been put into type and in some way become part of the overset, and so not get into the paper. Again, I am not defending the Times. I think I have sent that newspaper as many letters of criticism as any other individual. I should like to take this matter up, but the book does not give me the date or the correction. In matters of ethics, personal opinion can never stand in opposition to facts. Let us have facts.

In all justice to Mr. Villard, he is entitled to his personal opinion, just as rightly as anyone else. For example, he may believe that Mr. Nelson of the Kansas City Star was unlettered (page 213). Frankly, Mr. Nelson was not a college graduate, but he did have college training; was widely read; had travelled extensively; read French newspapers in the original; and was regarded by many who knew him well as a cultured gentleman. In view of these facts, I think I am entitled to my opinion as to whether Mr. Nelson was unlettered.

Mr. Villard may be sincere in his belief that the Boston Post is "a particularly low but successfully scarlet woman of journalism," (page 97.) To give the impression that the Post prints more crime news than any paper in Boston is in my opinion, to make a ridiculous statement. The tabulation of crime news carried in Boston papers does not indicate such a condition. Here, as in many other cases, personal impression is substituted for analysis of facts.

No review of this book would be complete which overlooked the chapter entitled, "William Randolph Hearst and his Moral Press." I have no desire to be the Lord's Advocate for Hearst. But no appreciation of him can justly use the ethical yard stick until it has balanced the debits and credits.

George Smedal, recently published in Editor & Publisher, an article about an item from my department in which attention was called to the fact that any violation of the Ten Commandments was news. Because so much of the news relates to these violations, I like to make the experiment occasionally of having my students look into the commandment, "Thou shalt love thy neighbor as thyself." Once a year, I put my students on the street in search of good deeds. They find them. I once gave an assignment to them to interview the readers of Hearst's papers, and try to find out what good, if any, came from the perusal of his papers. Suffice it to say, I got a surprise. The returns showed that one finds whatever is sought. This is true even of the Good Book. The mischievous Sunday school scholar who points out certain phrases behind the teacher's back to other members of the class, has found something quite different from what the aged grandmother finds as she reads the Book for her spiritual guidance. There is a saying so well known that I need not repeat it here, about there being so much good in the worst of us and so much bad in the best of us, that the reader can finish the quotation.

In some cities, I regret to say, there is a too close relation between theatrical advertising and theatrical text. I once looked into such a case very carefully. I saw letters which had been exchanged. From them I learned that editorial mention would only be given where the play had editorial approval. In one case the editorial writer changed his mind about a certain play and the money paid for a big display advertisement was refunded. I do not like such a practice. It is fraught with great dangers. Yet if a reviewer honestly liked a book, I see no ethical objection why he should not write his sentence of praise, even though he knows that in all probability, the publisher will use that sentence in an advertisement. I have nothing but the utmost contempt for a reviewer who would praise a book he did not like simply to get the publisher's advertising. In these matters where such a nice ethical distinction is demanded, every case must be investigated on its own merit. Hasty deductions from superficial knowledge are apt to be unethical.

On page 25, Mr. Villard calls attention to the report of the Senate Committee on "Brewing and Liquor Interests and German and Bolshevik Propaganda"; and rightly, he says that this material must not be overlooked by any student of the subject. In this report, Mr. Villard finds numerous telegrams from Mr. Hearst to his editors. Some of these he prints. He doesn't mention any of those which would show Mr. Hearst in a favorable light. For example, he could have printed the following:

> When I inscribed the watchword "An American Paper for the American People," over the titles of my newspapers, I meant just what that motto said.
>
> I will not supplicate England for news or for print paper or for permission to issue. I will not allow my papers to be edited in the smallest degree by any foreign Power. I would shut down every publication I have first and I don't intend to shut them down.
>
> In fact, the more foreign Powers endeavor to interfere in America's domestic matters, and the more these foreign Powers try to control our American institutions, particularly our free press, the more necessary it seems to me that American papers for the American people shall continue to be published.
>
> I will just add the verses of the Star Spangled Banner to my editorial mottoes and like that free flag continue to wave.
>
> Hearst.

Yet any appreciation of Mr. Hearst that aimed to be just and fair would not have suppressed all mention of those that showed Mr. Hearst in a favorable light.

In view of the opinions expressed by Mr. Villard about Mr. Hearst, I should say it would be unethical for him to work for Mr. Hearst. The trouble with the ethical yard stick of which Mr. Villard makes so much, is that its units are not the same for all individuals. Wholesale denunciation of those who work for Mr. Hearst is not justified without detailed investigation of each case by itself. May I not, with apologies to Mr. Wilson, remind the reader that what I have already said does not mean that I am the Lord's Advocate for Hearst? I did not hesitate to criticize some of his methods before a group of journalism students at the University of California, one summer in the Greek Theatre. (The marble slab over my head read, "Gift of William Randolph Hearst.")

I do wish that Mr. Villard in his book had denied the rumor that just before he sold the Post he had offered it to Mr. Hearst. There are many who believe this rumor.

I once wrote a rather sharp letter to the Christian Science Monitor of Boston. That paper had printed a dispatch sent by cable and the next day it printed a story relating to the same subject which had come by mail. Over the second story it put a yesterday's date line. It deceived me into believing that the latest information was in the second dispatch. Such a practice on ethical grounds is to be condemned. In the same way, however, I question the ethics of dating an introduction of October 1, 1923, when I had the book in my possession on September 15, 1923. I refer specifically to "Some Newspapers and Newspapermen"; and await an explanation from Mr. Villard to justify such a practice.

On page 10, Mr. Villard remarks that "endless are the letters of correction and reproof which go to the New York Times, never to appear in print." When Mr. Villard, in the Nation, for September 27, 1923, published an article called "America's Most Interesting Daily," in which he described the Jewish Forward, I personally know that some of my students who work on Jewish papers, sent him letters of correction and reproof. I am wondering on what ethical grounds he excluded these letters from the Nation, in view of his criticism of the Times. In justice to Mr. Villard, however, I must admit that the revised essay about the Jewish Forward, in his book, corrected errors and modified assertions along the lines suggested by my students. "Some Newspapers and Newspapermen," is a very valuable book for me to use in my class in ethics.

I could keep on raising questions of ethics about the book, but it will serve no good purpose. I think I have mentioned enough to show that the volume is open to the same criticisms as those brought against the American newspapers. It is often said that reviewers do not read the books. I am prepared to show my volume by way of proof that I have studied very carefully what Mr. Villard has written. Seeking for faults, I have found enough and to spare. But to be just to Mr. Villard again, I have found good things as well.

From a mast head of the New York World, flows a flag, a wonderful flag designed by Joseph Pulitzer. On it will be found a contract with its readers. In every ethical way, it may be justly held to that contract, but another paper which makes no attempt at being a crusading paper but openly publishes its contract must be judged by how faithfully it lives up to that contract. If I buy a newspaper for its news and its news, alone, I feel that I have been swindled if I find special pleas for this or that movement, no matter how worthy they may be. In other words, this book by Mr. Villard, is not a survey of American journalism so much as it is a crusade for the old time journalism which put the emphasis not upon news but upon views.

Another serious fault of the book is the frequent confusion of matters of taste with matters of ethics. There is no accounting for tastes of individuals. Among the illustrations of the book are two reproductions: One shows the first page of the New York Tribune, before Hearst invaded the New York field; the second reproduces a first page of the Tribune, showing what Mr. Villard calls the Hearst influence upon its headlines and makeup. Frankly, I like the second make-up the better but I pose as no critic of art, and so I am going to have my students get the opinion of those who do know art. From an ethical point of view, Mr. Villard should have picked out two week day issues of the New York Tribune, for comparison instead of picking out in the case of number two, the first page of a Sunday issue.

Mr. Villard is a skilled literary craftsman who knows how to handle sharp edged tools. In his desire to shape his book to set forth his high ideals of journalism. I cannot help feeling that at times he has cut away material which is absolutely necessary for the reader who wants things shown as they are. If space permitted—this review is already considerably overset for the space allotted—I should like to take up one illustration, such as the Gimbel controversy in which the Philadelphia Public Ledger is involved. To understand this case, many more facts are needed than those printed in Mr. Villard's book.

Frankly, in this review, I have emphasized some of the sins of commission because I thought they would be of interest to the readers of Editor and Publisher. For another periodical like the Bookman or the Yale Review, I would have reviewed the book differently—something which I may yet do. I have set down nothing in malice but I have attempted to show Mr. Villard how easy it is to be critical. For the things that are honest, the things that are true and the things that are of good report in the book, I have the utmost respect. The press needs watching. A book of constructive criticism is sadly needed. In my opinion, Mr. Villard has not supplied such a book. He has however, blazed a trail which I hope some critic who is temperate, tolerate, and above all else, ethical, will follow.

Over and over again in Mr. Villard's book, personal impression is recorded as fact. I should like to close with a remark which is purely personal opinion. In spite of Mr. Villard's criticisms, I believe that the newspapers in most cities are trying to present the truth as they see it. They may have a blurred vision at times, and they may frequently see through glass darkly, but they aim to be honest and sincere, and they want to do what is right. From an ethical point of view, nothing is more important than to emphasize the purpose.

To Honor Sophie Irene Loeb

Sophie Irene Loeb, for many years and at the present time feature writer on the New York Evening World, will be the guest of honor at a dinner at the Biltmore Hotel on Monday evening, Nov. 19. Miss Margaret Woodrow Wilson, is chairman of the committee in charge of the affair, and Senator Royal S. Copeland will be toastmaster. Miss Loeb who is president of the Board of Child Welfare, of New York City, has done notable work in improving the condition of children.

Longview (Wash.) News Moves

The Longview (Wash.) News moved into a new building and printed its first edition with its new press, installed November 6. It signalized the occasion by increasing the size of its pages from six to eight columns.

Foreign Paper Imports Discussed

The increasing importation of foreign paper was discussed at a conference of members of the American Paper and Pulp Association, Waldorf-Astoria Hotel, New York, Nov. 15. Importation of paper at prices based on lower foreign labor cost is having serious effect on domestic mills, it is believed. This is particularly true of wrapping paper.

TELL IT TO SWEENEY!

—the ready buyer

HAVE you ever noticed that a wad of bills on your person makes you far more susceptible to spending than the same amount deposited to your credit in the Steenth National?

The saloonkeeper of another day found that converting salary checks into currency somehow stimulated business. Many national advertisers engaged in more worthy businesses today do not realize the relation of ready money in prospects' pockets to increased volume of sales; that the dollar in hand—or hose—for sales purposes is worth ten in safe deposit. Ready money is perhaps the greatest subjective sales agent in human nature. The pregnant purse succumbs to sales effort *easier* than the provident pass book. Sweeney's pocket-book reacts to the advertising appeal *long before* Stuyvesant's paying teller.

* * *

SWEENEY, the average man, steps up to the barred window on Saturday and receives a little manila envelope of currency; or he slides his semi-monthly check across the bank counter for exchange into cash. With money jingling in his jeans, Sweeney feels a thrill of power that the largest bundle of coupons cannot bring to a Stuyvesant. His wad of wealth creates a *consciousness of capacity to purchase*—a consciousness exceeding possession of gold mines in Ophir, shares of steel, or rich and mortal relatives. When Mrs. Sweeney does her Saturday shopping, her handbag holds cash—and definite concepts of what the cash will accomplish. From capacity to consummation is a quick step with the Sweeneys.

Ready money permits the Sweeneys to obey their impulses, accede to their desires; to follow fashions and adopt fads; to buy silk shirts and summer furs, ice cream cones and fireless cookers; and to undertake marriages, the education of children, the ownership of homes, cars, diamonds, vacuum cleaners, pianos, phonographs—which more ready money will pay for!

The Sweeneys—and most of the world—live on reaay money, from pay envelope to consumption. Regular infiltrations of income make them the best prospects in this world for almost anything. When advertisement or shop window tempts, the selling process is a short circuit. And advertising to the mass market, where the gap between creating desire and ringing up the sale is shortest, is most efficient and least expensive.

* * *

TELL IT to Sweeney in The News and get business *now!* Bring home your New York advertising dollar before it grows a compound interest beard.

Here you have the largest, richest, most compact sales territory in the world; and a medium to get maximum action from such a market at minimum expense—the largest daily circulation in America, 723,204 copies, October, 1923, daily average, and 97% concentrated in New York City and suburbs. Get the facts!

The Sweeney series has been issued in folder form. May we send you the full set? Write on your business letterhead.

THE NEWS

New York's Picture Newspaper

25 PARK PLACE, NEW YORK—Tribune Bldg., Chicago

The Largest DAILY Circulation morning or evening in America!

October, 1923

DAILY - 723,204

SUNDAY - 603,059

LEADER, LABOR DAILY, FORCED TO QUIT

Successor of New York Call Suspends November 12, When Money Fails—Revival Attempt Under Way

The New York Leader, labor newspaper, suspended publication Nov. 12, following six weeks' existence in the evening field, which it entered succeeding the Call, a morning socialist organ.

The suspension resulted from the decision of a committee consisting of S. John Block, president of the Labor Press Association; Morris Hillquit, Socialist leader, and Ossip Wolinsky, of the International Ladies' Garment Workers' Union.

Contributing directly to its collapse were debts for newsprint paper contracted during the strike of New York pressmen, when circulation was trebled without increase in advertising rates. Funds were exhausted, and an appeal to unions for support to meet current expenses failed. The staff and mechanical forces were paid off after 36 hours' notice.

Mr. Block told EDITOR & PUBLISHER a committee was already organized, in an effort to develop a plan making possible a resumption of publication.

"As soon as we can meet a sufficient operating deficit," he said, "we will launch another labor daily.

"There is a tremendous need, we feel, for such an organ in New York with its 700,000 members of organized labor groups."

The committee, Mr. Block said, is made up of representatives of various labor organizations and members of the socialist party. It is the first time in 16 years the New York radical movement has been without a daily English newspaper.

In announcing its suspension the Leader said:

"When the Call, now the Leader, passed into the hands of its present owners it was their high hope that with the resources at their command it would be possible to create and sustain a labor newspaper. Events have shown that it was possible to create a paper with a wide and increasing appeal to labor and to the community. But they have also proved that the costs of sustaining that paper and the length of time necessary to bring it in measurable distance of self-support exceeded the hopes and the immediate capacity of the international unions.

"The cost has been set in newspaper stories at $100,000 for a month. This is grossly incorrect. So also is the statement that the Leader gained only 1,000 circulation over the circulation of the Call and employed an editorial staff of 40 as against 15. It regularly employed 27 on news, editorial, special features, magazine section and departments, including 4 on part time. This, of course, does not include a small allowance for space writers. It more than doubled the circulation of the Call—over 20,000, as against 10,000 when the new owners took over the Call.

"One hundred thousand dollars was the amount definitely subscribed to launch the present venture. It not only carried the Leader, but carried the Call from Aug. 13 until Oct. 1. This included the costly period of the pressmen's strike and provided for certain capital payments and loans to the printing company. For actual operations for a period of three months we had less than $75,000. In view of the financial situation, it seemed in every way right to suspend the Leader while it is solvent rather than to try to continue at financial hazard a paper of greatly reduced size.

"It is the hope of those who have the cause of labor journalism definitely at heart that the period of suspension will not be long. At a meeting held yesterday a committee was appointed to work on plans and possibilities of resumption within the next few months."

THOMSON TALKS ADVERTISING

Lauds West's Co-Operative Spirit Before Portland Business Men

The spirit of co-operation displayed in the West is one of the first things that impresses the eastern visitor, W. F. Thomson, chief of the Bureau of Advertising of the American Newspaper Publishers' Association, told a large audience of business men assembled at the Portland, Ore., Chamber of Commerce recently.

"This distinct community interest also has been exemplified in the choice of newspapers selected by the merchandising firms to carry on their advertising," he continued. "There is a new note abroad in the land that has turned advertisers to the newspaper field, and as a result the newspaper to-day is the good right arm of the advertiser.

"Present day selling conditions make it imperative that quick action in sales be obtained," said Mr. Thomson in giving some of the reasons why newspaper advertising now amounts to $100,000,000, ten times as much as a decade ago. "It has been proved that the advertising campaign can be mapped out and placed in a very short time in the newspapers, something that is not possible in any other kind of advertising. Manufacturers get distribution very quickly among dealers and dealers in turn reach their patrons in the same short space of time.

"The cost of selling today makes a world plan of exploitation prohibitive," he concluded. "The manufacturer who would succeed must reach the local market thoroughly and conclusively before seeking the expansion desired."

To Test Utah Anti-Tobacco Law

The Utah Manufacturers' Association of Salt Lake City has decided to test the constitutionality of the new anti-tobacco law, passed last March, which forbids advertising of tobacco in any form in any medium other than newspapers.

Give House as Ad Stunt

The United Happiness Candy Stores will give away a house and lot at Forest Hills, L. I., and will make known this fact entirely through newspaper advertising. Beginning this week, the Stanley E. Gunnison Advertising Agency of New York will release a $100,000 campaign, the copy to consist of full pages, half pages and third pages. It will extend over a period of several months, and the house will be awarded to the person having the largest number of votes at the end of that time. Any purchase at a United Happiness Candy Store will entitle the purchaser to one or more coupons, according to the amount spent, and each half coupon represents one vote.

AD MEN HONOR DUPUY

Made Honorary Member of St. Louis Club, Nov. 12

Senator Paul Dupuy, editor of Le Petit Parisien, was elected an honorary member of the Advertising Club of St. Louis, following his address before the organization Nov. 12. It was the noted French publisher and statesman's second address in this country in English, and his first appearance before an advertising organization.

"The thing that surprised me most in the United States" he said, "was advertising. The French people do not know what advertising is, they must be educated to it. For that purpose I intend to start an advertising club in Paris when I return, one like yours here, the first I have ever seen. I mentioned this, and the possibility of having the world advertising conference come to France, when they meet in England next year, to Premier Poincare just before I left, and he declared he would do everything in his power to bring it about."

Senator Dupuy was introduced by E. Lansing Ray, president of the Globe Democrat and of the St. Louis Publishers' Association. Joseph Pulitzer, of the Post Dispatch, F. P. Glass of the Star, and G. A. Buder of the Times, also were at the speaker's table.

CANADA BANS RACE FORMS

Not Conducive to Public Morals Is P. O. Ruling

The Canadian Post Office Department has refused the use of the mails to the Daily Running Horse and the Daily Racing Form on the ground that such publications are not conducive to public morals. Counsel for the publications are reported to be appealing to the Department of Justice for a ruling as to the legality of the action, though officials of the papers in Toronto say that the prohibition does not affect them as they depend entirely on express service.

At last session of Parliament importation of papers containing information designed to aid race track betting was prohibited. This was circumvented by printing the papers in Canada. It is to meet this new situation that the Post Office has taken the action indicated.

CLARENCE

by CRAWFORD YOUNG

The New Era, Lancaster, Pa., is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

The Seven Wonders of the Newspaper World—

1.—Wonder if there'll ever be another Classified Advertising opportunity like The Shop-o-scope?

2.—Wonder if I'd recognize my classified medium with the added volume The Shop-o-scope would bring to it next month?

3.—Wonder if the added income from The Shop-o-scope Campaign wouldn't make pleasant reading when my year's classified returns are totaled up on December 31st?

4.—Wonder how many new permanent classified patrons The Shop-o-scope would win for my classified columns?

5.—Wonder how much reader good will and circulation The Shop-o-scope would create for my newspaper?

6.—Wonder what a real Christmas Campaign like this would do for the producing powers of my Classified solicitors?

7.—Wonder why I've waited this long to wire my acceptance of The Shop-o-scope for my newspaper?

All wondering to one side, there's still time for you to secure this great Christmas classified feature. But get your wire off today!

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising Counsellors

Otis Building Philadelphia

Good Business in Florida Awaits Your Advertising

A TWENTY MILLION box crop of citrus fruits leads Florida's agricultural production. Estimated on the basis employed by the president of the Florida Citrus Exchange in figuring the value of last year's orange and grapefruit crop, that of the current season will bring in excess of ninety million dollars into the state.

Other big items in the special crops yield of Florida farms, gardens and groves, according to the annual report of the State Marketing Bureau, were 10,269 *carloads* of tomatoes, 6,616 carloads of celery, 3,907 carloads of watermelons, 4,232 carloads of mixed vegetables, 3,311 carloads of potatoes, 2,754 carloads of lettuce, 1,787 carloads of cucumbers, 1,263 carloads of peppers, 1,204 carloads of cabbage and 1,143 carloads of strawberries. A corn crop of ten million bushels, 50 million pounds of peanuts and hundreds of thousands of pounds of pecans, are three among many other sources of agricultural wealth.

Construction work of all kinds is going ahead at a rapid rate in every part of Florida. Building permits in the ten leading cities of the state for the first nine months of the year were for a grand total of $30,016,508.00. The permits in nine of these cities for September, a comparatively dull month, amounted to $2,350,986.00. According to figures supplied by the State Highway Department, road building on an extensive scale is under way in thirty-nine of the sixty-three counties. The present program will add more than 1,500 miles of hard roads to the existing total of approximately 6,500 miles. This year's expenditures for road building and maintenance are given as $2,590,000 and the sum of bond issues now being spent for additional highways as $39,946,000.

Florida as a summer resort came into its own this year. Thousands of people from inland sections of the south enjoyed the delightful breezes and invigorating bathing of Florida beaches and lakes. Before all the summer visitors had gone, incoming tourist travel for the fall and winter started, earlier than ever before. It is estimated by dependable authorities that more than a hundred thousand persons from other states had reached Florida by the middle of October, most of them to remain until spring. The year-round population of approximately one million will be practically doubled during the winter months. Fully one million dollars will be spent in the next few months for national advertising of Florida and Florida products, about one-half of the sum to attract additional population, transient and permanent.

There is now plenty of business and good business in Florida. To participate therein manufacturers of meritorious products need only to advertise *in Florida.* Magazines and periodicals of alleged national character will not deliver Florida trade in profitable quantities. The newspapers of the state are the safe and sure means for covering Florida. They offer a market not to be duplicated in any other section of the country. In the fall and winter they give materially enlarged circulations at regular rates. Among them, the Florida Times-Union occupies a position of admitted and earned leadership, successfully maintained for a long period of years. The Times-Union is supreme in Jacksonville and dominant in Florida.

FLORIDA TIMES-UNION

JACKSONVILLE, FLORIDA

Represented in Chicago and New York by the
BENJAMIN AND KENTNOR COMPANY,
in Atlanta by A. D. Grant

Average circulation, according to October postoffice statement, 37,606—a gain of 1,963 from April and of 4,303 over October, 1922.

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space Buyers

V.—WICHITA—*"City of Home Lovers"*

By HARRY R. DRUMMOND

WICHITA, Kansas, is a city of home lovers.

Witness—in 1920 the Government census gave Wichita 72,128 people. In 1922 the state school census, minus government censorship, but supervised by the state, found 83,577 and in 1923 local investigators, unhampered by either government or state supervision, reckons the city as having 90,000 humans.

The birth rate is always high in every city during the first three years following each government census, but the opening statement regarding Wichita stands approved as read. Wichita, Kansas, is a city of home lovers.

For the purpose of this story, however, and to avoid the suspicion of local booster influence—also in order to have official figures to fall back on for substantiation, the United States Census Bureau figures shall be used, and Wichita, Kan. will be classed as 72,128.

In point of population Wichita is the second city in Kansas—but Wichita proudly points to the fact that its citizenry does not move en masse across any state line to work and to spend its money—Wichita is not merely a sleeping place for another city, so, in everything except mere roomers Wichita is the first city in the proud state of Kansas.

Wichita is a good looking city—a mighty good looking city. Clean and well built, well taken care of. The down town district looks very much like Syracuse, New York, which is a compliment, both to Wichita and Syracuse—a merited compliment.

Wichita has, since its incorporation, in 1870, been many kinds of a city. Its original commercial enterprise was the sale of buffalo robes. Later it became a cow town of parts, since which time it has grown into a "boom" town, an oil town, and a wheat center of no small proportion.

There are 135 miles of paved streets in Wichita, and in every respect it is a city in which any citizen may have a just pride.

The buildings, particularly in the down town district, are very modern, decidedly smart in appearance and many of them are extremely pretentious.

The city is "zoned" throughout and the zoning laws are very rigorously upheld, insuring sightly and symmetrical appearance everywhere.

Wichita, in common with *almost* all cities (please notice the almost) has a Chamber of Commerce where the investigator may find vast quantities of misinformation and at the same time less real information of value than one could imagine.

The writer was gratuitously supplied with a beautifully illustrated and splendidly printed book about Wichita, compiled by the Secretary of the Wichita Board of Commerce, in which it is said that—I quote—"The Wheat Capital of The World" is a title often given to Wichita.

Shades of Chicago and Minneapolis! Often! When? Where? By whom?

Wichita's retail shopping district—the "down town" is made up of some twenty-five blocks of stores.

Fifteen blocks on Douglas avenue, the principal business street, North Main street for three blocks, North Market street and North Lawrence street for two blocks are most excellent retail streets—and there are several neighborhood shopping districts of smaller stores, so that there are 482 retail stores in the city, all told.

The Innes store is the largest and highest class department store in the city, catering to the aristocracy of Wichita and points adjacent.

Rohrabugh's is second in quality of merchandise and customers, but third in point of sales, as the Boston Store sells more goods—but cheaper and to the less particular, price impelled customers. Collectively these stores do some $5,000,000 annually.

Walker Brothers, Greenway and Rau, Newton-Edwards and Coombs stores, listed as they grade, are four more so-called department stores—principally "so called" merely. They grade more on the "run of mine" variety as to quality, and do some $4,000,000 between them.

The gross retail sales of Wichita stores, collectively run about $50,000,000 annually.

The citizenry of Wichita runs very high as to native born white stock. Millionaires are scarce and paupers almost as scarce. The people are, for the most part well to do, well educated, common sense Kansas folks—good people to know, good people to do business with.

Wichita is a well dressed city. Common sense clothes, good quality, well kept but not much fancy ultra-modern stuff.

There are five railroads running through Wichita, the Santa Fe, Rock Island, Missouri Pacific, Frisco and Orient, also the Midland Valley and the Arkansas Valley Interurban.

The automobile routes include the Meridian Highway; Atlantic Pacific Highway; Southwest Trail; Cornhusker Trail; Cannon Ball Route; the Osage Trail and the Denver-Joplin Route, together with several hundred miles of well graded sand and gravel roads covering the surrounding country.

Riding through the residential district of Wichita one is impressed with the good looking, well kept smaller homes. Large houses, mansions and estates are few—but most of the homes follow the bungalow idea. They are mighty comfy and homey looking, with pretty yards and kept in splendid repair.

Good merchandise finds a ready sale in Wichita—good, substantial stuff—made to give service, be sightly, and in which the owner may take pride.

Wheat is easily the leading revenue producer for the Wichita trading territory, but oil and cattle form big revenue producing industries, too.

In 1922 the Wichita stock yards handled 310,860 cattle; 80,258 calves; 568,617 hogs; 82,272 sheep and 17,778 horses and mules.

Wichita creameries manufacture 6,000,000 pounds of butter annually—several very large flour mills ship flour all over the country—two very large packing houses, Cudahy and Dold, as well as several smaller concerns convert beef, pork and mutton from the hoof to the refrigerator in volume running into millions annually.

Wichita is the largest broom corn market in the world, and, after sifting the "booster" stuff from the actual facts. Wichita stands out as a market active, productive, and capable of great expansion, a market much too important to be slighted, and well worth intensive cultivation.

With few high spots and equally few low spots, but with a very high average, Wichita rightfully belongs in the class of important and only partially developed profitable markets for national advertisers.

FOR the first ten months of 1923, The Baltimore Sun (morning, evening and Sunday) carried

26,408,667

agate lines of paid advertising, an increase of 2,615,213 agate lines over the corresponding period of 1922.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

A. P. Advisory Board Meets

The advisory board of the Eastern Division of the Associated Press met in New York, Nov. 15, at the Associated Press headquarters on Chambers street. A number of routine matters were considered. Richard Hooker, of the Springfield (Mass.) Republican, is chairman and the other members are: Frank E. Langley, Barre (Vt.) Times, Charles F. Chapin, Waterbury (Conn.) American, Frank E. Gannett, Ithaca (N. Y.) Journal-News, and George E. Graff, Williamsport (Pa.) Sun.

The executive committee of the Associated Press will meet in New York, Nov. 21, at 10.30 o'clock.

N. Y. Times Buys More Property

The New York Times has bought four additional plots of land on Forty-fifth street, adjoining the block front which it purchased a year ago. The new purchase will be used to house the newspaper's rotogravure equipment. It measures 200 feet on Eleventh avenue and 225 feet on Forty-fourth street. The Times rotogravure is now located on the 6th and 7th floors of the Times Annex, where crowded conditions prevail.

ANDREWS LEAVES DORLAND

Resigns Agency Presidency to Publish Boston American

Barrett Andrews has resigned as president of the Dorland Agency, Inc., New York, to become publisher of the Boston American.

A successor was to be appointed at a meeting of the board of directors of the Dorland agency, Nov. 16, it was announced as EDITOR & PUBLISHER went to press.

Senator Walter Edge, New Jersey, who owns the agency, placed Mr. Andrews in charge in 1919. The latter at that time had just returned from the World War. He was a colonel in the army. Before the war he had been half owner, with Conde Nast, of Vanity Fair and House and Garden.

Paul Block Celebrates Anniversary

Paul Block, nationally known as a special newspaper representative, recently celebrated his 25th year in business. He entertained the men of his staff at a luncheon at the Ritz-Carlton, and on Nov. 7, entertained 40 young women in his employ at a luncheon at the Ritz, followed by a matinee party to see "The Nervous Wreck." Mr. Block has also offered three trips with all expenses paid to three deserving members of the Advertising Club of New York, who might otherwise be unable to go, to attend the convention of the Associated Advertising Clubs of the World at London next July. He has also offered to defray the expenses of two members of the New York League of Advertising Women, to the London convention of the A. A. C. W. in July, 1924.

There Are No Padlocks on the Pockets of Cincinnatus

Eighty-eight thousand individual givers—*an average of one from every family in the city*, contributed to the Community Chest for the support of social service agencies in Cincinnati this year. Half of them own the homes they live in; six-sevenths of them are native-born Americans with American liberality in spending as well as in giving. All of them are regular, daily readers of the TIMES-STAR.

Attract the attention of these home folks, secure their interest in the goods or services you have to sell, awaken their desire for possession or enjoyment, and they will take the fourth step for themselves.

The TIMES-STAR is the one medium that reaches and influences every buying unit in this community; it is their source of information and guidance on matters related to the expenditure of the family budget and the investment of the family surplus. The community extends to its advertising pages the same confidence that it accords to its news and editorial columns.

If this were not so the TIMES-STAR could not have held undisputed supremacy for fifteen consecutive years nor would the statements of display lineage for the first six months of the present year show it leading the field with 5,999,259 lines, and carrying 45% of all the national display advertising carried by the four Cincinnati papers during the same days.

No, there are no padlocks on the pockets of Cincinnatus. Let the TIMES-STAR tell him what you have to sell, and, if it's good, he'll buy it.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

"The State of Wichita–"
–and the Eagle!

THE "STATE OF WICHITA," as we have designated this area, comprising the trade territory, in Kansas and Oklahoma, of the city of Wichita, defines also the great community over which the Wichita Eagle completely dominates—In advertising—In circulation—In reader interest ! It is in size larger than many states in the Union, with more than a million of the highest type of population; with untold resources—oil, mining, livestock, agriculture (and nearly a hundred million bushels of wheat this year!)

It's a big story—so we have prepared a very wonderful Booklet, describing The State of Wichita in Detail—its resources—its people—and its newspaper—The Eagle!

LET US SEND YOU A COMPLIMENTARY COPY

The Wichita Eagle

WICHITA KANSAS

In the National Field The Wichita Eagle Is Represented by

THE S. C. BECKWITH SPECIAL AGENCY

New York—Detroit—Chicago—St. Louis—Atlanta—Kansas City—Los Angeles—San Francisco

CONTROLLING COPY FLOW IS SECRET OF ECONOMIC PRODUCTION

Milwaukee Journal's Planning Division Created to Eliminate Costly Edition Time Rush—Searching Analysis Revealed Haphazard Methods Prevailing

By OSMORE R. SMITH

EDITORIAL NOTE:—Mr. Smith is a member of the Milwaukee Journal's planning department. This is the first of three articles.

THE production or mechanical department of the city daily is usually an unfamiliar field to the men who comprise its news and advertising staff. The country editor may still arrive by way of the stick and the composing stone, but his city brother develops from the general assignment and the school of journalism. His contact with the process of production, in most instances, is purely incidental and he knows the printer only as a fellow who pi's his pet stories and fails to take his proofs.

Similarly, the advertising man sees in the mechanical branch only a place where he turns in copy and by some hocus pocus, gets out a proof. Before he came to the newspaper, he was perhaps a buyer in a department store, a grocery salesman or an insurance agent. He had no opportunity to learn the a, b, c's of printing before he got his newspaper position and found no particular reason for so doing afterwards.

As a result of this ignorance of things mechanical, the departments which usually exercise major control in the management have disregarded certain elements of co-ordination, attention to which would solve some vexing problems of the newspaper plant and lessen the strain of publication.

Now the production of a daily newspaper is as much a problem of manufacturing as is the making of an automobile or a pair of shoes. The methods of manufacture naturally differ, but the principles which should determine the methods are the same. Your progressive manufacturer knows that he has not solved his production problem when he has gotten good workmen in a modern factory and given them good tools. He must also see to it that the raw materials or the parts with which they are to make a finished article come to the workers at the right times, in the right places and in the right quantities.

News and advertising copy are the two prime raw materials in newspaper production. If copy is regularly received from the editorial department at such times and in such quantity that the composing room cannot set it before the last form closes, the usual practice has been to buy more linotype machines and hire more men to run them. Similarly, if the advertising department daily swamps the ad alley with last minute advertising, more equipment, more help, and more overtime has been the answer. Unfortunately for this ready-made solution, excessive overhead and operation charges are the result, and the plant is over-equipped and over-manned for the normal daily production.

When Henry Ford faced the problem of manufacturing cars in quantity and selling them at a price that would make more car owners than other auto manufacturers had previously dreamed of getting, he did not adopt this ill-considered solution. He studied his manufacturing processes down to their minutiae, and from his study, noting the weaknesses revealed, evolved a philosophy and method of manufacture that has worked a revolution in American industry. More machinery and more men followed, but as an incident fitting into a preplanned organization.

The Milwaukee Journal attacked its production problem in a similar way some three years ago, to meet the needs of a steadily increasing volume of business handled in a plant already crowded with machinery and enlarged to its practicable limits. It found in short order that there was a most intimate connection between the strain of going to press on time and the flow of copy from the editorial and advertising departments. Imagine copy from the editorial department swamping the linotypes just before edition time; at intervals between editions there is not sufficient "live" copy to keep the machines busy. "Kills" and "tear-ups" on stories are never ending, even though in many instances the news developments do not appear to justify changes. Advertising comes to the ad alley with cuts and portions of the copy missing, the foreman of the ad alley spending a goodly portion of his time trying to locate the missing matter. Solicitors drift in from time to time to request favors or special service. Others appear after the size of the paper has been determined and the forms made up for the first edition, bringing late copy and the mandate of the advertising manager that it must run. Mutilated proofs dribble in from the advertisers—proofs that called forth triple barrelled expletives from printers who see hours of nervous labor gone for naught. Forms crowd one another at the steam table because the type that went into them has been set during the last minute rush. "Chasers" follow, to correct errors made in haste, errors which the proof readers cannot catch before edition closing because they, too, are swamped. And thus the jam in the composing room passes on to the stereotyping room, the press room, and the mailing room, carrying delay and aggravation with it. This caricature of composing room conditions, with which every mechanical superintendent is familiar, illustrates what not infrequently happened on The Journal before copy came to have any significance as a raw material.

The production organization faced a trying situation. It was trying to set type, make up forms, cast plates, run presses, and mail papers, which are its essential functions, and at the same time it was endeavoring to get from other departments the service without which the efficient execution of these functions was impossible. In a word, it was trying both to execute and to plan at once.

A planning division was created to relieve the mechanical divisions of the planning, leaving them free to get out the paper. This division was charged with the duty of getting such service from raw material departments as would eliminate the costly delays, minimize the wasted effort, and relieve the strain of production, and by so doing better the service given by the Production Department to the organization as a whole. It was authorized to work out methods and to recommend standards, the application of which would attain the ends sought. Once such methods and standards had been agreed upon, the Planning Division was responsible for seeing that they were observed, and wherever possible improved upon. It had also the further responsibility of suggesting improvements within the mechanical divisions to save time and labor.

What The Journal did was to emphasize planning for production equally with production itself, and to make it distinct from executing by placing the function in a separate, though co-operating, department. The results attained are proof that the right methods of control are just as important as the right machinery and much cheaper to install.

The details of these methods and the results obtained from their application are described in subsequent articles.

New York Ad Women to Dine

The New York League of Advertising Women will hold its regular monthly dinner Tuesday evening, Nov. 20, at the Advertising Club of New York. Several addresses will be given. Miss Esther Strong, employment manager of L. Bamberger & Co., Newark, N. J., will speak on "The Service End of Selling." "Retail Merchandising" will be discussed by C. A. Brown, merchandise and service manager of L. S. Plaut & Co., of Newark. J. Thomas Lyons, national advertising manager of the Baltimore Sun, will discuss "The Logical Medium for Retail Store Advertising."

PLAN 2ND DISTRICT MEET

Executive Committee Sets Region Convention for Next May

The executive committee of the Second District of the Associated Advertising Clubs of the World met at the Advertising Club of New York, Nov. 13, with Paul V. Barrett, of Scranton, Pa., district chairman, presiding. The reports of clubs on the number of members who will attend the advertising convention in London next July, indicated that 400 and perhaps 500 members will go from this district.

Clifton D. Jackson, secretary of the Advertising Clubs of New York welcomed the guests on behalf of the club. Carl Hunt, general manager of the Associated Advertising Clubs, told of the work of the association and of plans of the Transportation Committee for the London convention.

The slogan, "Every Club the Advertising Manager of Every Good Cause in Its Own Community," was adopted and this will be a keynote of the first convention of this district, to be held in Philadelphia. The meeting will probably be held in May and the Poor Richard Club and the Philadelphia Women's Advertising Club will be jointly in charge of local arrangements. H. C. Squires, president of the Advertising Club of Scranton described the remarkable campaign which had been carried on at Scranton in behalf of the Scranton Community Chest.

Following Mr. Squire's talk, the committee decided to request reports from every club in the district at the May convention upon what they have done along similar lines. The meeting closed with talks by Kenneth Barnard, director of the National Vigilance Committee and Earle Pearson, educational director.

COMPLETING LONDON PLANS

Neal, Transportation Chairman, Assures Trip in Comfort

Arrangements for the trip abroad to the London Convention of the Associated Advertising Clubs of the World, July 14, 1924, are virtually completed, Jesse Neal, secretary of the Associated Business Papers, Inc., and chairman of the "On to Britain" Transportation Committee, stated this week.

The transportation committee has gone into every detail to provide for the comfort and entertainment of the legitimate delegates to the convention, Neal said. As soon as it is definitely known how many are going to England the plans can be completed.

A definite announcement will be made this month, he said.

Seattle Times to Print Roto

The Seattle (Wash.) Times, beginning Dec. 2, will publish a rotogravure section.

(Photo by Army Air Service)

Washington Is An Unique Market Within Itself

It's the Nation's Capital—a separate and distinct community within itself. Numerically larger than any one of a half dozen States. Well-to-do people—with the inclination and money to buy what appeals to them—luxuries as well as commodities. You cannot reach them by proxy—you must address them directly. But it requires only ONE medium to do this thoroughly—THE STAR.

Your request for an analysis of your problem in this market will receive our immediate attention. Always at your service.

The Evening Star.
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.

New York Office
Dan A. Carroll
110 East 42d Street

Chicago Office
J. E. Lutz
Tower Building

A. W. HOWLAND NOW SMILES AT THOSE WHO SAID, "IT CAN'T BE DONE"

By ROSALIE ARMISTEAD HIGGINS

SIX years is but a brief space of time to build up a list of nine newspapers, but A. W. Howland, member of the firm of Howland & Howland, special newspaper representatives with offices in New York and Chicago, has that number to his credit. Albert Williams Howland, to give his full name, was born in Lancaster, Pa., and with his parents moved to Philadelphia before he was a year old. He grew up in the Quaker City, attending high school there, and then entered Colgate University, where he studied to become a civil engineer. He never entered upon the profession for which he prepared himself, however, as shortly after leaving college he accepted a position as advertising manager with the Penton Publishing Company, publisher of technical trade journals. He went to Boston, where he had charge of the New England territory for these publications, and remained nine years, with this concern.

A. W. Howland

Advertising made a strong appeal to Howland from the beginning, and he made good use of the years spent with the Penton Publishing Company, for he had but one object in mind, and that was to go into business for himself. The field which attracted him was the field of special newspaper representation, but everyone told him that it was impossible, as he would find it extremely difficult to get even one paper, without previous experience as a "special." To all of these discouragements, young Howland turned a deaf ear, and to quote his own words, he "was going into business for himself to prove that it could be done, if for no other reason." Such dogged determination seldom fails, and after two months, he secured the representation of the Wilmington Sunday Star, in 1917. He opened his office at 303 Fifth avenue, and his wife, a Vassar graduate, with no previous experience in that particular line, but with much innate ability, assisted him for the first year. He added other papers to his list, and several years later, his father joined him in partnership and the firm become Howland & Howland. In 1918, the younger Howland began the publishing of the "Howland Homily," a miniature mothly, devoted alternately to each of the papers he represented. "The Howland Homily" has grown in interest and proportions, and is bright and snappy. It is sent out to a selected list of 4,200, and in this list are included a number of space buyers or others who have the authority to select space. Howland, to quote his own words is "a great believer in telling 'em quick and telling 'em often." As a proof of his convictions, he sends out each Monday, blotters, telling briefly the story of one of his papers, and each month, he sends out some form of advertising copy. He takes his own medicine; he believes in advertising.

Doubtless the primary reason for A. W. Howland's success is due to the fact that he is doing the thing that he loves to do, and according to his own statement, if he started over again, he would select the same vocation. In speaking of the business of special newspaper representation, he said "There is a big fascination about this business. You may think me prejudiced, but it is my belief that no types of men average higher than men at the head of newspapers, with the possible exception of men in the pulpit. And it is enjoyable to work with them in the building of their properties. There are some publishers who betray their trust, but by and large publishers have the interest and the growth and character of their communities at heart. When to this fact is added the one that the advertising business today is attracting a fine type of alert and forward looking young man, you can see that we are indeed fortunate in the people we deal with on both sides. I must frankly admit that there is a lot of real pleasure in our work, and I do not believe there is any business that would give more day to day interest."

Mr. Howland is a member of the Executive Committee of the Six Point League, the organization of special newspaper representatives, and is deeply interested in its future. He thinks, however, that the Six Point League will never accomplish great good until it has a paid executive, such as the American Association of Advertising Agencies, and similar organizations have. He thinks the League should set a standard of practices for newspaper representatives, and that when this is done, believes the agencies will cooperate to the fullest extent with members of the Six Point League.

Mr. Howland is a member of the Advertising Club of New York, and has served as a member of the Educational Committee of that Club. His other interests include the Delta Kappa Epsilon fraternity, and he is a member of the Board of Governors of the New York Chapter. He is also a member of the Douglaston, Long Island Club, and here in his leisure moments, he plays tennis, his favorite pastime.

To Spend $150,000 On Publicity

The Knitted Outerwear Association plans to spend $150,000 in publicity work during the coming year, according to S. S. Sampliner, chairman of the publicity committee, who reported at the recent convention of the Association at Cleveland. Nat C. Wildman, publicity director, declared illustrations and text matter prepared by the publicity bureau are being used by a large number of daily newspapers.

New Syndicate Formed

The Readers' Syndicate, Inc., with offices at 799 Broadway, New York City, has recently been formed. It is a subsidiary corporation of the Readers' Publishing Corporation of the same address. W. M. Clayton, is general manager, Austin C. Ring, editor, and Harold Hersey, associate editor. The Syndicate has made a start with features including Weber and Fields, Thomas Edgelow, W. W. Kenilworth, and others.

Paterson Times Suspends

The Paterson (N. J.) Times has suspended publication, the last issue appearing Nov. 10. The newspaper was founded a year ago. It went into bankruptcy Aug. 11 last, and has since been published by a trustee in bankruptcy for the Passaic County Publishing Company. It was claimed more than $100,000 was the loss of the year's venture in the publication of the paper.

Chicago Post Radio Section

The Chicago Evening Post on Nov. 15 began publication of a radio supplement of 16 pages, which was issued with the regular editions of the paper. It contained many features now published in periodicals, and also many radio items and pictures. In addition, a daily column conducted by Iverson C. Wells is published in which current news items and complete programs from all broadcasting stations are carried.

時事新報

JAPAN—
Land of Greater Opportunities

Close upon the heels of destruction came the spirit of determination which always leads to greater things. Japan of today is a land of greater opportunities for American exporters—a market that should be given immediate attention by the American manufacturers.

All Japanese from the most humble worker to the most influential citizen are anxious to emphasize their appreciation of the wonderful American generosity which has brought such great relief to thousands of stricken people. Words fail to express the gratitude that is in the heart of every Japanese. This American generosity has made possible the rapid upbuilding of the great Japanese markets.

IMPORTANT ANNOUNCEMENT

The Jiji Shimpo resumed printing regular editions September 12. Since September 2 so called "extra" editions, reduced in size, were printed every day until regular editions were possible. The entire Jiji plant was destroyed but co-operation in publishing circles and the spirit of progress so characteristic of the modern Japanese press has made it possible for the Jiji to resume its position of leadership with complete editions every day.

THE JIJI SHIMPO

Cables: "Jiji Tokyo," Tokyo, Japan Bentley Code

Morning and Evening Editions

AMERICAN HEADQUARTERS

Canadian Pacific Building, 342 Madison Ave., New York

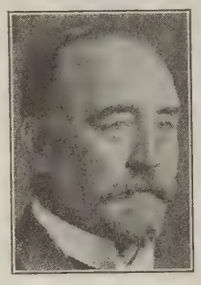
Joseph P. Barry, Representative

"In Japan, the Buyers Read THE JIJI"

ENGLISH MAKE READY FOR LONDON MEET

Leaders of Industry Lending Hearty Support to 1924 Ad Convention Says Thomas McDougall, Here from England

Great Britain's advertising fraternity is enthusiastically preparing for the 1924 London convention of the Associated Advertising Clubs of the World, according to Thomas McDougall, governing director, Thomas McDougall, Inc., London, and also member of the convention finance and transportation committees.



THOMAS MCDOUGALL

Mr. McDougall, a frequent visitor to the United States, arrived in New York Nov. 9, planning to spend a month on business in this country. He attended the 1923 advertising convention at Atlantic City, and is very active in organization work for the London meet.

"We were given such a royal reception in this country, we were rather fagged out, when we first returned home," Mr. McDougall declared in an interview, "but now preparations for the London convention to be held July 14 to 19, at Wembley, are progressing rapidly.

"Leaders of industry on every hand are supporting the convention. Lord Leverhulme and Lord Burnham have agreed to be presidents of the conclave," he said, "while Sir Albert Morgan has accepted the invitation to be chairman of the national reception committee."

Fresh from several important pre-convention meetings in England, Mr. McDougall was confident the gospel of organized advertising has been well received by English advertising men, and predicted the London convention would tend more than anything else to increase trade throughout the world.

"The year 1924, with the British Empire Exhibition in progress, will be the biggest England has ever had, from a business viewpoint," he said. Hotel accommodations will be at a premium. Nevertheless, the Accommodation Committee, of which Horace S. Imber is chairman, has already secured hotel accommodations for 1,200 people, and the work is still going on.

"The Social and Entertainment Committees have arranged a series of banquets, balls, and garden parties to keep visitors entertained during convention week, while the Sight-Seeing Committee is now hard at work, fixing a series of tours for the week following, when most of the big industrial centers of England will be visited.

"Definite organized groups representing different departments of advertising, such as church, community, direct mail, outdoor publicity, are being formed.

"The advertising men of London are getting together in an informal way for weekly luncheons to discuss and formulate convention plans.

"The week before I sailed," he continued, "the weekly luncheon group went out to Wembley to inspect the building, which is being specially constructed to house the advertising convention.

"This building should be completed by April. It is being built of concrete, and will have a seating capacity in its convention hall of 5,000.

"Many men are showing a keen interest in the convention who otherwise would never concern themselves with any event undertaken by the advertising interests.

"This fact was emphasized at a banquet held in Bedford, Oct. 24, arranged by H. C. Derwent, general manager of the Bradford Daily Telegraph and the Yorkshire Observer. Derwent gave a splendid speech in favor of the convention to more than 200 of the biggest business men of the district.

"Sir James Hill, chairman of the directors of the Bradford Newspaper Company, Ltd., who presided at the banquet gave $5,000 to the convention fund.

"To sum up," Mr. McDougall concluded, "the advertising men of Great Britain have been brought out of a somewhat apathetic atmosphere to one of enthusiastic and energetic desire for the betterment of advertising in general and the promotion of the convention."

LONDON PROGRAM MEET

Americans to Go Forward Pending Word from British

Despite the fact no definite word had been received Thursday from English officials outlining the British program for the 1924 London convention of the Associated Advertising Clubs of the World, the International Program Committee was to meet Nov. 16, under the chairmanship of Harry Tipper, at the Advertising Club of New York.

Earl Pearson, secretary of the committee, announced the meeting had been postponed on two previous occasions, awaiting word from England, and it was thought best to start work on American arrangements without British representation.

A letter was sent to English officials requesting the program outline as early as Aug. 17, Pearson said, and since that date other letters and cables have been dispatched without response.

The session Friday, it was stated, was to be given over to discussion of American program problems, with particular attention given to transportation.

Catholic Writers' Theater Guests

The Catholic Writers' Guild of America will be given a theater party Nov. 18, when they will be guests of Charles B. Dillingham, Sam H. Harris and E. F. Albee at the Globe Theater, New York.

IMBER OF DAILY MAIL HITS SPURIOUS ADS

Interest in 1924 London Convention Will Center About "Truth in Advertising," He Tells Publicity Club

(*By Cable to* EDITOR & PUBLISHER)

LONDON, Nov. 13.—The future of advertising depends upon the cleaning up and exclusion of undesirable copy from newspapers, Horace S. Imber, advertisement director of the London Daily Mail and associated newspapers, declared here last night in an address to the Publicity Club of London on "Truth in Advertising."

Imber disclaimed for his views any official representation of the journals with which he is associated.

"We have three types of advertising, which require very careful supervision," he said.

He classified these as:

1. Fraudulent.
2. Advertising which is unreliable, exaggerated, or misleading.
3. Trick advertising.

He declared the number of types of advertising barred by the group of newspapers with which he is associated totalled 43.

"When a reader writes in answer to an advertisement and eventually finds he has been fooled, he does not talk much about it, but at the back of his mind is the thought, 'I will never answer another advertisement.' He damns the whole lot by his experience with one shady individual.

"It is unfortunate that all advertisers suffer. Naturally they do not get the returns they should from their advertising.

"If returns from advertising drop, advertising also drops in volume.

"For the last 12 years I have done all in my power to keep from the papers I represent any advertisement I consider comes under any one of the three categories I mentioned.

"We have banned 80 advertisers, most of whom went into liquidation afterwards, which goes to show that when censorship is exercised the main source of the profits of unsound advertisers is removed.

"I am of the opinion that 98 per cent of the men whose living depends upon advertising are sincere in their wishes and efforts to get advertising elevated and put on a higher plane than at the present moment.

"At the convention next year the most important work that will be accomplished will take place on the new standard that will be raised bearing the words, 'Truth in Advertising.'"

Writers Appeal for Lestschinsky

The Foreign Press Association of Berlin, through its president, Alvarado Delvayo, has appealed to General von Seekt and the War Ministry in behalf of J. Lestschinsky, correspondent for the Jewish Daily Forward, of New York, who was put in jail on orders from the War Ministry. The newspaperman, who is a Lithuanian, is accused of falsely reporting Jewish pogroms. Delvayo also has asked for the determination of the status of all correspondents under the present state of siege.

Circulation Structure

Ask the Publisher who has taken my service.

Frank H. Burgess, Publisher of

LA CROSSE TRIBUNE

La Crosse, Wis.

knows and will tell

Clifford Newdall

A.S.A.A. (LONDON, ENG.) C.P.A. (INDIANA)

ACCOUNTANT & AUDITOR

33 WEST 42ND STREET

NEW YORK CITY

Income Tax System Auditing

WHO'S WHO IN THE CONSOLIDATED PRESS

WALTER CAMP

WALTER CAMP, the greatest of the football strategists and the father of the gridiron game, writes exclusively for the papers receiving the Consolidated Press service.

Besides football, Walter Camp writes all the year 'round on amateur athletics.

It was Walter Camp who predicted that the American golfers would win the Walker Cup but lose the British amateur championship. And he gave reasons that were confirmed by what happened.

It was Walter Camp who first emphasized the value of the Leader-Conibear rowing stroke for short as well as long distances. He predicted that it would revolutionize rowing at Harvard and force her to go to the Pacific Coast for a rowing coach.

Walter Camp's writings in your newspaper would help to give immediately the prestige that a good sporting page should have to win a permanent hold on young and old.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

NEW ENGLAND

An Exceptional Market for the

FOOD ADVERTISER

This territory, distinctly a region by itself, owing to its density of population, is compelled to buy three-quarters of its food supply from outside states.

New England as a territory leads the United States in the large proportion of its population that is bonafide city trade.

Seven per cent of the population of the United States live in these six states, while 79.2% are classed as urban, it would be safe to say that more than half of the New England people dwell in 39 cities.

New England is a most highly organized, densely populated and accumulating territory and makes enough money from what it sells to please itself in food specialties.

New England people accustomed to buying advertised commodities which appeal to them, cannot be reached except through newspaper advertising.

This list of Daily New England Newspapers will move, every day, an enormous volume of food merchandise to the consumer, if you will do your part and use adequate newspaper space.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,344	.0275	.0175
††Boston Sunday Advertiser...(S)	490,588	.70	.70
†Boston Globe .....(M&E)	282,437	.45	.45
†Boston Globe .....(S)	322,418	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
††Boston Transcript .....(E)	34,282	.20	.20
**Fall River Herald .....(E)	14,620	.045	.045
**Fitchburg Sentinel .....(E)	11,191	.055	.045
††Greenfield Recorder .....(E)	3 241	.0175	.0175
*Haverhill Gazette .....(E)	15,916	.055	.04
**Lynn Item .....(E)	16,498	.06	.045
**Lynn Telegram News....(E&S)	17,004	.05	.05
††Lowell Courier-Citizen and Evening Leader .....(M&E)	21,696	.06	.06
**New Bedford Standard-Mercury (M&E)	32,425	.08	.08
*New Bedford Sunday Standard (S)	26,087	.08	.08
†North Adams Transcript.....(E)	9,334	.0375	.03
††Salem News .....(E)	20,702	.09	.07
Taunton Gazette .....(E)	8,263	.04	.03
**Worcester Telegram-Gazette (M&E)	80,506	.24	.21
**Worcester Sunday Telegram..(S)	46,539	.18	.15

MAINE—Population, 768,014

††Bangor Daily Commercial...(E)	14,448	.05	.04
**Portland Press Herald....(M&S)	32,473	.08	.08
**Portland Express .....(E)	28,400	.10	.07
**Portland Telegram .....(S) (Sunday Edition Express)	28,734	.10	.07
††Waterville Sentinel .....(M)	5,886	.035	.025

NEW HAMPSHIRE—Population, 443,683

††Keene Sentinel .....(E)	3,422	.03	.024

RHODE ISLAND—Population, 604,397

	Circulation	2,500 lines	10,000 lines
††Newport Daily News.....(E)	6,530	.0336	.0293
**Pawtucket Times .....(E)	24,453	.10	.06
†Providence Bulletin .....(E)	61,238	.15	(A).215
**Providence Journal .....(M)	35,129	.09	(A).215
**Providence Journal .....(S)	58,167	.14	.14
††Providence Tribune .....(E)	22,848	.10	.09
**Westerly Sun .....(E&S)	4,601	.025	.025
**Woonsocket Call .....(E)	13,553	.04	.04

(A) Combination rate Daily Journal and Eve. Bulletin.

VERMONT—Population, 352,428

**Barre Times .....(E)	6,719	.03	.025
††Bennington Banner .....(E)	3,051	.0125	.0125
Burlington Daily News .....(E)	7,183	.04	.04
**Burlington Free Press.....(M)	12,230	.05	.05
**Rutland Herald .....(M)	10,245	.04	.04
††St. Johnsbury Caledonian-Record (E)	3,810	.0214	.015

CONNECTICUT—Population, 1,380,631

†Bridgeport Post-Telegram..(E&M)	45,201	.14	.14
†Bridgeport Post .....(S)	19,926	.09	.09
**Hartford Courant .....(D)	33,157	.08	.08
**Hartford Courant .....(S)	50,185	.11	.11
††Hartford Times .....(E)	45,125	.12	.12
**Meriden Record .....(M)	7,255	.045	.025
†Middletown Press .....(E)	7,897	.03	.025
††New Haven Register.....(E&S)	37,063	.11	.10
**New London Day .....(E)	11,350	.06	.045
††Norwich Bulletin .....(M)	12,248	.07	.05
**Norwalk Hour .....(E)	5,300	.03	.03
**Stamford Advocate .....(E)	8,627	.0375	.08

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.
** A. B. C. Statement, Sept. 30, 1923.
†† Government Statement, Sept. 30, 1923.

COAST MEET BOOSTS COMMUNITY ADS

Fifty Newspapers Represented at San Francisco Gathering Sponsored by Bureau of Advertising—Hofman of Oregonian Presides

Fifty representative newspaper men from all parts of the Pacific Coast gathered at San Francisco, Nov. 13, at the invitation of the San Francisco office of the Bureau of Advertising of the American Newspaper Publishers' Association to discuss problems of mutual interest and particularly further development of national advertising for newspapers in the Far West. William J. Hofmann of the Portland Oregonian and member of the committee in charge of the bureau presided.

It was stated at the meeting by a number of speakers that cities all along the coast were showing an ever increasing interest in the possibilities of community advertising done through newspapers, and plans were discussed whereby the Bureau of Advertising might be of further service to cities having advertising of this type to place. The consensus of opinion was that inasmuch as newspaper campaigns for this advertising have been uniformly successful, figures showing definite results obtained should be laid before tourist associations now planning their 1924 advertising for their information and guidance.

Plans were considered for interesting further Pacific Coast manufacturers in the cultivation through newspaper advertising of home markets, and a number of reports showing great progress on these lines were submitted. Other matters considered were dealer co-operation by newspapers, methods of curbing the free publicity evil, and "tie-up advertising." The meeting enthusiastically endorsed the work of the Bureau of Advertising in general, with specific reference to the progress made by the Pacific Coast office under the management of Thomas L. Emory. Resolutions of appreciation of the work of the committee in charge of the bureau under the chairmanship of William F. Rogers of the Boston Transcript were also adopted, and plans were made for a further meeting in Fresno next May in connection with the Pacific Coast Advertising Club's Convention.

The meeting was held in connection with the visit to San Francisco of William A. Thomson, director of the bureau, who has been speaking on newspaper advertising before Chambers of Commerce and advertising clubs in the far west.

Cameramen Hurt in Explosion

Oscar Goldberg, 21, and Max Fried, 23, news photographers, employed by the Photo News Service, New York, were seriously injured Nov. 9, when a bottle of flashlight powder exploded as they were taking pictures of passengers arriving on the S. S. Aquitania. Both men were reported as recovering. It is feared, however, Goldberg may lose his sight. Two fingers were torn from Fried's right hand, his left hand was badly lacerated, and his body badly burned.

Plain Dealer Extends Ad Service

The Cleveland Plain Dealer is now giving a 24-hour want ad service which insures the publication of an advertisement in every edition printed within 24 hours after the ad is accepted for publication. Under the new plan a want ad received too late for the city or state extra is run in the All Ohio edition and the morning city final 7 o'clock edition the following day, and in addition the ad is held for publication in the first edition the second evening. H. C. MacDonald, classified manager, planned the new arrangement.

Printing Amendment Loses In Ohio

Ohio newspapers will not be made the means of instructing voters how to deal with proposed constitutional amendments. The voters turned down a proposed amendment to the state constitution at a general election, Nov. 6, providing that instead of having leaflets printed and mailed direct to all registered voters the Secretary of State could print such instructions as he deemed necessary in newspapers of all of the 88 countries.

Manhattan, Kan., Papers Combine

The Manhattan (Kan.) Mercury, an evening paper, and the Manhattan Weekly Republican, both published by Fay N. Seaton, have been combined with the Manhattan Morning Chronicle, published by Harry F. Parsons. The three papers will be issued from the Mercury's new plant, with Seaton as publisher and Parsons as manager. Subscribers will continue to be served independently, but the ultimate intention is said to be to furnish residents of Manhattan with morning and evening editions.

Oswald Garrison Villard's

SOME NEWSPAPERS AND NEWSPAPERMEN

Illuminating essays by the former president of *The New York Evening Post* and present Editor of *The Nation*. Some of the titles are:

Mr. Ochs and His *Times*
William Randolph Hearst and His Moral Press
The New York *World*, a Liberal Journal
Frank A. Munsey, Dealer in Dailies
Washington, a Capital Without a Thunderer
The Chicago *Tribune*, the World's Greatest Newspaper
A Newspaper With Six Thousand Owners
Fremont Older, a Pacific Coast Crusader
The James Gordon Bennetts and Their Newspaper

Illustrated and Indexed.

At All Bookstores. $3.00 net.

ALFRED A. KNOPF
220 West 42nd St. New York

How Shaw-Walker Letter Files Obtained Metropolitan Fame

STREET & FINNEY
TAKE THE GUESS OUT OF
ADVERTISING
171 MADISON AVENUE NEW YORK

November 8th, 1923.

The New York Times:

Shaw-Walker, makers of "Built-Like-A-Skyscraper" Files, have been advertising in New York City for nine years. During practically all of that time their advertisements have appeared in but one New York newspaper -- the New York Times.

Several years ago, we tried to advertise Shaw-Walker Files in another newspaper for a few weeks but have not used it since.

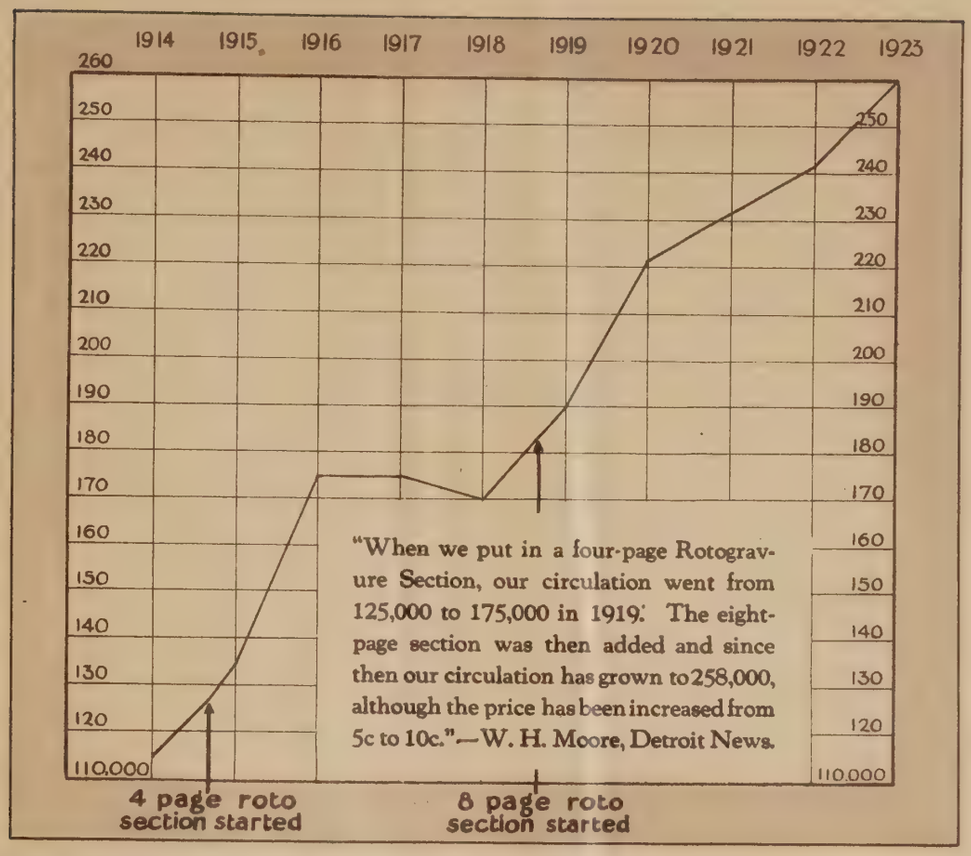
The picture of the Shaw-Walker File -- the man jumping in the drawer -- is one of New York's most familiar trademarks. Probably every literate person in New York City knows it and it seems almost incredible that advertising in a single newspaper could have made this product so universally known to a district of 7,000,000 people.

The Times, and virtually The Times alone, has made Shaw-Walker Letter Files famous.

Very truly yours,

STREET & FINNEY, INC.

ESTABLISHED 1902



What Rotogravure *has done* for Detroit News Circulation

A steady increase from 110,000 to 258,000 in eight years' time is a remarkable record of increased advertising value. Yet what Roto has done for the Detroit News is only one of many instances that show how eager the public is for the interesting picture news of Rotogravure. Other well known newspapers report circulation gains ranging from 28,000 in a few weeks to 300,000 over a period of years. With this strong index of reader interest, the advertiser in Rotogravure newspapers is sure of a rapidly growing audience of progressive, prosperous people.

How Rotogravure Helps Newspapers and their Advertisers

1. Gives added tone
2. Gets results for local advertisers
3. Creates new advertising
4. Increases circulation
5. Intensifies national magazine advertising at local points

Kimberly-Clark Company

ESTABLISHED 1872

Neenah, Wis.

NEW YORK, 51 Chambers St. CHICAGO, 208 S. La Salle St. LOS ANGELES, 510 W. Sixth St

"AS YOU WOULD SEE IT IF YOU WERE THERE"

"AS YOU WOULD SEE IT IF YOU WERE THERE"

This advertisement and the one on the preceding page are published to promote public interest in Rotogravure and the papers which carry Rotogravure sections. Kimberly-Clark Company, Neenah, Wisconsin, manufacture Rotoplate, a perfect paper for Rotogravure printing, which is used by the following papers:

CITY	PAPER
Albany, N. Y.	Knickerbocker Press
Asheville, N. C.	Citizen
Atlanta, Ga.	Constitution
Atlanta, Ga.	Journal
Baltimore, Md.	Sun
Boston, Mass.	Herald
Boston, Mass.	Traveler
Brooklyn, N. Y.	Standard-Union
Buffalo, N. Y.	Courier
Buffalo, N. Y.	Express
Buffalo, N. Y.	Times
Chicago, Ill.	Daily News
Cincinnati, Ohio	Commercial-Tribune
Cincinnati, Ohio	Enquirer
Cleveland, Ohio	News-Leader
Cleveland, Ohio	Plain Dealer
Denver, Colo.	Rocky Mountain News
Des Moines, Iowa	Register
Detroit, Mich.	Free Press
Detroit, Mich.	News
Erie, Pa.	Dispatch-Herald
Fort Wayne, Ind.	News-Sentinel
Grand Rapids, Mich.	Herald
Hartford, Conn.	Courant
Havana, Cuba	Diario De La Marina
Houston, Texas	Chronicle
Indianapolis, Ind.	Indianapolis Star
Kansas City, Mo.	Journal-Post
Los Angeles, Calif.	Times
Louisville, Ky.	Courier-Journal
Louisville, Ky.	Herald
Memphis, Tenn.	Commercial Appeal
Mexico City, Mex.	El Universal
Milwaukee, Wis.	Journal
Minneapolis, Minn.	Journal
Minneapolis, Minn.	Tribune
Nashville, Tenn.	Banner
New Orleans, La.	Times-Picayune
Newark, N. J.	Call
New York, N. Y.	Corriere D'America
New York, N. Y.	Evening Post
New York, N. Y.	Forward
New York, N. Y.	Herald
New York, N. Y.	Il Progresso
New York, N. Y.	Times
New York, N. Y.	Tribune
New York, N. Y.	World
Omaha, Neb.	Bee
Omaha, Neb.	News
Peoria, Ill.	Journal-Transcript
Philadelphia, Pa.	Public Ledger
Providence, R. I.	Journal
Rochester, N. Y.	Democrat-Chronicle
St. Louis, Mo.	Globe-Democrat
St. Louis, Mo.	Post-Dispatch
St. Paul, Minn.	Pioneer Press-Dispatch
St. Paul, Minn.	Daily News
San Francisco, Calif.	Chronicle
South Bend, Ind.	News-Times
Springfield, Mass.	Republican
Syracuse, N. Y.	Herald
Syracuse, N. Y.	Post-Standard
Waco, Tex.	Herald
Washington, D. C.	Post
Washington, D. C.	Star
Waterbury, Conn.	Republican
Wichita, Kan.	Eagle

Rotogravure is also available through syndicate services which supply sections to the following:

CITY	PAPER
Ashland, Ky.	Independent
Bethlehem, Pa.	Times
Darien & Stamford, Conn.	Review
East Stroudsburg, Pa.	Press
Edgertown, Mass.	Vineyard Gazette
Ellicott City, Md.	Times
Foley, Ala.	Onlooker
Manchester, N. H.	Union Leader
Middletown, Ohio	Journal
Milford, Ill.	Herald
New Bedford, Mass.	Times
Olean, N. Y.	Herald
Orange County, Fla.	Winter Park Herald
Paintsville, Ky.	Herald
Philadelphia, Pa.	Item
Pineville, Ky.	Sun
Plant City, Fla.	Courier
Portsmouth, Va.	Star
Towson, Md.	Jeffersonian
Utica, N. Y.	Observer

ROTOGRAVURE

Prints *Perfect* Pictures - the Universal Language

COMMERCIAL APPEAL PUBLISHER DIES

James West Crawford, Memphis Journalist and Civil War Veteran, Succumbs to Long Illness November 8

West James Crawford, president of the Commercial Publishing Company, publishers of the Memphis (Tenn.) Commercial Appeal, died Nov. 8, following several years of ill-health.

Mr. Crawford for more than half a century was prominent in the business and financial life of Memphis. It was he who built up the Commercial Appeal, putting it on its feet financially.

The close of the Civil War found him virtually penniless. Mustered out of the army in 1865 he first entered the employ of a cotton brokerage firm. He won successive promotions and finally became one of the best informed cotton men in the Memphis market.

Remaining in the cotton industry, he joined the firm of W. B. Galbreath & Co. In 1879 he aided in the organization of the firm of Mallory, Crawford & Co.

Two months ago, after a long newspaper career as president of the Commercial Publishing Company, he became seriously ill. His death was not unexpected. He had continued to go to his office, however, almost daily up until his last illness.

Obituary

T. M. BOWLER, aged 52, president of the Press Publishing Company, publishers of the Sheboygan (Wis.) Press-Telegram, died in that city, Oct. 22, following an operation. For 25 years he was associated with his brother in the practice of law, and besides his interest in the Press-Telegram, had connections with numerous other Sheboygan businesses.

MRS. W. FORSYTH-GRANT, for more than 40 years society editor of the Toronto Globe, later in charge of that paper's "Circle of Young Canada," died at Toronto on Nov. 2. She was a daughter of the late Sir John Beverley Robinson, former Lieutenant-Governor of Ontario, and the author of a number of books and articles on historical subjects.

HENRY C. MAYDWELL, aged 70, for 44 years compositor on the Meriden (Conn.) Record, and for 30 years secretary of the local Typographical Union, died Nov. 3.

REV. ARTHUR S. BURROWS, aged 69, Baptist clergyman, author of numerous books and contributor to various newspapers on religious subjects, died at his home in Brookline, Mass., Oct. 31.

MRS. ALICE BUTLER ILDEN, daughter of Major John B. Butler, U. S. A., a well known journalist and veteran of the Mexican war, died Oct. 30 at her home in Milton, Mass.

MRS. LOUISA HUNT FROST, aged 85, widow of George P. Frost, founder and publisher of the Engineering News, died Nov. 2 in Plainfield, N. J.

J. E. STEAD, brother of the noted journalist, W. T. Stead, died Oct. 31 at Redcar, Yorkshire, England.

GEORGE F. CANIS, aged 76, retired newspaper man, formerly on the staffs of the New York World and Herald, died recently in New York.

PLAT R. SPENCER, Jr., son of the founder of the Spencerian system of handwriting, author of copybooks and widely known as a publisher of the same, died in Florida, Oct. 30. He was once superintendent of penmanship in the Cleveland public schools and with two associates founded the Cleveland Spencerian School of Business.

MARTIN D. LORING, editor of the Mason (Tex.) News, was accidentally killed by a shot from his own gun while he was deer hunting Nov. 4 with a friend.

MRS. ADA BLANCHE HOGUE, wife of S. Fred Hogue, of the staff of the Los Angeles (Cal.) Times, died Oct. 27. Mrs. Hogue was born in St. Louis, Mo., in 1877.

CHARLES A. GRACIER, aged 54, a pressman on the San Francisco Chronicle since 1906, died suddenly Oct. 30.

JOHN J. BIGGER, aged 48 years, publisher and editor of the Wapello (Ia.) Tribune eight years, died Nov. 3 in a Burlington, Ia., hospital, following an operation. He was a native of Pennsylvania but had been reared and spent his life in Iowa.

HERBERT J. ANDERSON, formerly a reporter and city editor on the St. John (N. B.) Gazette, died at Renforth, N. B., recently.

JOHN BARRETT, a former publisher of the Riverton (Wyo.) Review, died recently in that city.

DARIUS M. AMSBERRY, a former Broken Bow, Neb., newspaper publisher, died at Lincoln, Neb., Nov. 7.

HENRY A. HALEY, city editor of the Bowling Green (Ky.) Times-Herald, and for some years connected with the editorial staff of the Roscoe (Pa.) Ledger, died at Bowling Green, Ky., Oct. 30.

J. A. CHAPMAN, aged 69, veteran pressman, employed at the Haldeman-Julius publishing plant in Girard, Kan., died unexpectedly Nov. 3.

PHILIP CROMWELL WALTERS, advertising manager of the Johnstown (Pa.) Tribune, died Oct. 21.

LOUIS F. ARGAST, aged 58, former newspaper publisher in Nauvoo, Ill., but in late years correspondent for dailies in that section of the country, died Oct. 30 in Nauvoo.

MANSFIELD L. SNOW, aged 56, of San Diego, Cal., former Salt Lake City newspaper man, died last week.

MRS. LOUIS T. WALSH, aged 60, of Chicago, wife of the superintendent of the Union News Company, died suddenly in the home of her daughter, Mrs. C. B. Anthony, in Cedar Rapids, Ia.

BEN NELSON, aged 73, widely known Minnesota author and publisher, died recently at Minneapolis, Minn.

MRS. A. M. TAYLOR, widow of J. Haddon Taylor, formerly a journalist in Montreal, died Nov. 5.

DANIEL P. WESCOTT, for many years compositor on the Jamestown (N. Y.) Journal, took his own life by hanging recently.

JOHN D. BRIDGE, aged 64, general manager of the Rumford Press, Concord, N. H., publisher of several magazines, died suddenly Nov. 12. He at different times owned several New Hampshire papers, among them the Colebrook (N. H.) News; the Littleton (N. H.) Courier, the Coos County Democrat, and also publications at Haverhill, Whitefield, Groveton, and Berlin, N. H.

MRS. JULIA THOMPSON WILLIAMS, aged 93, widow of the late Dr. J. T. Williams, founder of the Dunkirk (N. Y.) Observer, died Nov. 12, in her home in that city. She was the mother of S. B. Williams, present editor of the Observer.

CHARLES SARNEY, veteran Canadian publisher, died at Port Burwell, Ont., recently. He worked on the Parry Sound (Ont.) North Star, as a young man, and later published papers in Whitby and Ontario points, returning to Parry Sound in 1896 as publisher of the Canadian.

D. M. AMSBERRY, aged 72, formerly secretary of state for Nebraska and widely known Nebraska newspaper publisher, died last week at Lincoln.

MRS. NELSON E. DEGROAT, president of the Essex County Publishing Company, which publishes the Essex County Republican of Keesville and Port Henry, N. Y., died recently.

MALCOLM CAMPBELL DOUGLAS, aged 51, editor of the Dunn County News at Menomonie, Wis., died of a paralytic stroke, Nov. 5. He had been managing editor of the Milwaukee Sentinel and city editor of the Milwaukee Free Press and St. Paul Pioneer Press.

DR. ALBERT ELIJAH DUNNING, aged 79, for many years editor of "The Congregationalist," died, Nov. 14.

Short Talks on Advertising

By Charles Austin Bates

Not so much a "feature" as a practical aid to the advertising department.

The service includes specially written letters to be sent to advertisers.

The idea is not only to educate readers and advertisers, but to bring a direct and quick increase in revenue.

CHARLES AUSTIN BATES
33 W. 42nd St. New York

Better Casting Results
at Lower Annual Cost
WILKE'S TYPE METALS

The NEW Standard For Type Metals

Cast Quality, Face, Body and Plate

Send for "WILKE'S TYPE METAL PRIMER"

METALS REFINING COMPANY
Convenient Warehouses
Quick Deliveries
HAMMOND, IND.

The St. Regis Paper Company
and the
Hanna Paper Corporation
NEWSPRINT
Daily Capacity 425 Tons
WE SOLICIT YOUR INQUIRIES
GENERAL SALES OFFICE
30 East 42nd St., New York City, N. Y.
Chicago
620-621 McCormick Bldg.
Pittsburgh
1117 Farmers Bank Bldg.

The Business Men
of your community will value the authentic statements of
ROGER W. BABSON
on the business and financial situation, above any other single piece of news that you can print.
Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.
SPECIMEN RELEASES AND RATES ON REQUEST

Scandinavian News Print
100,000 Tons per Annum
Inquiries Solicited
Newsprint Paper Corporation
33 West 42nd St., New York City
Telephone Longacre 1116.

First in Ohio
Leads all Ohio Newspapers in Paid Advertising
17,530,854 Lines
First TEN Months of 1923.
The Dispatch exceeded the next Ohio newspaper (Cleveland) by over 1,700,000 lines.
Exceeded other Columbus newspapers COMBINED by 2,823,196 lines.
Net Paid Circulation 87,561
Largest in Central Ohio
The Columbus Dispatch.
OHIO'S GREATEST HOME DAILY

The New Haven Register
Carried over 3,000,000 lines more Advertising than the next New Haven paper for the first nine months of 1923.
It is the paper that brings results and advertisers know it.
Paid circulation, Daily and Sunday average, over 37,000 copies per issue or greater than the next two papers in the New Haven field combined.
Julius Mathews Special Agency
Boston New York Chicago Detroit

EVENING WORLD STAFF SORRY DARNTON GOES; GLAD DUDLEY "STEPS UP"

By ELIAS McQUADE

THE men on the New York Evening World say they never expect to be as sorry again as they were on the day announcement was made that Charles Darnton, for more than 20 years the dramatic critic of that newspaper, had been lured by the films and was on his way to Hollywood and what we used to call a "lucrative position" in the scenario department of the Fox organization.

BIDE DUDLEY

And they never expect to be any happier, the men on the Evening World, say, than they were when Managing Editor John H. Tennant announced the promotion of Bide Dudley to the position left vacant by Darnton's resignation.

The Evening World staff rejoiced, for one thing, that the management had not gone "outside" to fill a most desirable position. They were glad to see one of their own step up. They were particularly glad that the high-stepper was Dudley, for no newspaper worker in New York, probably, is more popular with his associates than the melancholy son of Kansas who for many years has been the Evening World's theatrical reporter and humorist.

One of the men on the Evening World, anxious that the promotion of Dudley should be duly chronicled in the columns of EDITOR & PUBLISHER, asked the famous funmaker for a brief sketch of his life and doings up to date. The result was so entertaining that our friend on the Evening World sends it along just as Bide Dudley wrote it. Here you have a dramatic critic's own story of his life:

"Born in 1878 in Minneapolis, Minn., by accident. Folks making a temporary stay there and, Dudley, having heard of the beauties of Lake Minnetonka, decided to have a look.

"At the age of 1 year induced his parents to move to Leavenworth, Kansas, and immediately workmen set about building three penitentiaries.

"Became a telegraph operator at the age of 17, having been forcibly ejected from the Leavenworth high school because of his peculiar beauty, which fascinated the girls and prevented their studying.

"Moved to Atchison, Kans., where he liver 4 years. Got into the grain buying business, but left it to work on the St. Joseph (Mo.) News, now the News-Press, at $5 a week. Went from St. Joseph to the Kansas City Journal; thence to the Kansas City Star, where he became a paragrapher and verse-writer.

"Next move was to the Denver Post, where he ran a column called "Smoke Wreaths" four and 50/100ths years. Next became columnist of the Denver Times, and also associate editor. After running this paper into the ground, he came to New York and went to work on the Morning Telegraph.

"Three years on the Telegraph and then John H. Tennant, M. E. of the Evening World, sent for him. Came down; stayed and is still batting 300 at Desk 8, Evening World office.

"Has two children and a wife, the most beautiful woman in the world. Has gray hair and a crabbed disposition. Makes after dinner speeches, in order to get the dinners.

"Has a little black dog which follows him around Bronxville, N. Y., his adopted home town. The dog follows because he thinks the thin, hungry-looking critic is a bone."

CANADIAN PUBLISHERS MEET IN TORONTO

T. J. Tobin Elected President at Annual Gathering of National Newspapers and Periodicals Association, November 9

With the attendance of 130 members, gathered from as far west as Calgary, Alberta, and as far east as Moncton, N. B., the Canadian National Newspapers and Periodicals Association held its annual meeting on Friday, Nov. 9, at the King Edward Hotel, Toronto. The retiring president, Horace T. Hunter, vice-president Maclean Publishing Company, Toronto, presided, while the guest of honor at the noon-day luncheon was Hon. James A. Robb, Minister of Immigration and Colonization, who spoke on the importance of immigration to the future of the Dominion, and also touched on the satisfactory expansion of Canadian export trade.

The Canadian National Newspapers and Periodicals Association is the parent organization of three constituent associations, each with its own officers and directors. These are the Agricultural Press Association of Canada; the Business Newspapers Association of Canada and the Magazine Publishers Association of Canada. At the opening session, the retiring presidents of each of these bodies reported on the year's work, followed by the manager, W. F. Harrison, who dealt with the finances, membership and other work of the main association. Through the resignation of the members representing the religious press during the year, total membership was reported to be slightly lower than a year ago. Otherwise the association is in a flourishing condition and is doing a great deal of necessary and effective work.

The following officers were elected: T. J. Tobin, Canadian Countryman, president; Miller McKnight, Toronto Saturday Night, vice-president; John Weld, Farmers' Advocate, London; O. A. Cohagan, Norwest Farmer, Winnipeg; Newton McTavish, Canadian Magazine, Toronto; H. V. Tyrrell, Maclean Publishing Company, Toronto; W. A. Lydiatt, Marketing, Toronto; Acton Burrows, Canadian Railway and Marine World, Toronto; Hugh C. Maclean, Maclean Publications, Toronto; and H. T. Hunter, Maclean Publishing Company, directors.

Mr. Weld and Mr. Cohagan were elected president and vice-president respectively of the Agricultural Press Association; W. A. Lydiatt was elected president of the Business Press Association, with B. G. Newton of the Maclean Technical Papers as vice-president and Messrs. McKnight and McTavish president and vice-president of the Magazine Publishers' Association.

Wrigley Loses Huge Damage Suit

A damage award of $3,718,000 against the William Wrigley, Jr., Company, chewing gum makers, has been given the L. P. Larson Chewing Gum Company, for infringement on a copyrighted gum package, according to an order of Charles B. Morrison, Federal Master in Chancery at Chicago. Litigation has been in progress five years. The Master decided the Wrigley Company owed $2,860,000 and interest at 6 per cent since Nov. 12, 1918, to the rival concern. The Wrigley Company has announced it will appeal.

Constance Drexel Back

Constance Drexel has recently returned from abroad, where she spent the last six months for the McClure Syndicate and wrote 23 articles on European conditions. Miss Drexel will be located in Washington this winter, where she will write a 1,500 weekly letter for the McClure Syndicate, dealing with all subjects, particularly politics in which women are interested.

"OHIO FIRST"

Ohio is a big state on the map. Her people have ambitions, tastes, needs and desires which can be roused by advertising in Ohio's own home newspapers.

Ohio is FIRST in the making of pottery, FIRST in the rubber industry, FIRST in production of cash registers, FIRST in glass electrical goods.

Of wheat, corn and oats Ohio produces annually, approximately 275,000,000 bushels.

Of tobacco she grows each year over 77,000,000 pounds.

Wealth is distributed in all parts of the state. Cities, towns, villages, suburban and urban districts have cash at their disposal.

Ohio distributes annually among her industrial $1,400,000,000. These Ohio Daily Newspapers are read regularly by the industrial workers as well as by the rural population.

		Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal	(E)	39,177	.10	.10
**Akron Times	(E)	25,124	.06	.06
*Akron Sunday Times	(S)	21,773	.07	.07
††Bellefontaine Examiner	(E)	4,631	.02	.02
††Cincinnati Enquirer	(M&S)	75,017	.17-.35	.17-.35
††Columbus Dispatch	(E)	87,561	.17	.16
††Columbus Dispatch	(S)	75,961	.17	.16
Columbus, Ohio State Journal	(M)	50,147	.12	.11
Columbus, Ohio State Journal	(S)	33,124	.12	.11
†Conneaut News Herald	(E)	3,040	.0225	.0225
††Dover Daily Reporter	(E)	4,771	.02	.02
††Ironton Irontonian	(M)	3,400	.0179	.0179
**Kenton Democrat	(E)	2,500	.014	.014
††Lima News and Times-Dem.	(E&S)	16,970	.06	.05
*Lima Republican-Gazette	(E&S)	10,610	.05	.05
Lorain Journal	(E)	4,866	.025	.018
††Middletown Journal	(E)	5,279	.025	.025
†Newark American-Tribune	(E)	6,980	.025	.025
New Philadelphia Times	(E)	6,339	.025	.025
Piqua Call and Press Dispatch	(E)	6,073	.03	.03
††Portsmouth Sun and Times	(M&E)	17,746	.06	.06
††Portsmouth Sun-Times	(S)	12,575	.04	.04
**Springfield Sun	(M)	14,022	.035	.035
††Steubenville Gazette	(E)	8,546	.03	.03
**Toledo Blade	(E)	107,009	.27	.25
††Toronto Tribune	(E)	1,138	.015	.015
**Youngstown Vindicator	(E)	27,856	.07	.07
**Youngstown Vindicator	(S)	26,559	.07	.07

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

HOW NEWSPAPER ADVERTISING BOOSTED TRANS-ATLANTIC CRUISING

Claussen's Hamburg-American Line Campaign in 364 Dailies Brought Prompt Returns—Reorganized Shipping Board Methods—Warns Against Under-Advertising

By MATTHEW B. CLAUSSEN

ONE does not have to be a farmer to know that a cow has to be fed in order that it may live and produce milk. Also that poor feeding produces little cream. This principle holds good in advertising.

In the field of travel, cruising on trans-Atlantic liners during the winter months has become quite the vogue with the American traveling public. It was just 20 years ago when the first cruise was sent to the Mediterranean. A few years later cruises were made to the West Indies. Then came world cruising and the famous cruise of the S. S. Cleveland, which made two trips around the world in one season and carried 500 Americans on each cruise.

Today the cruise business has reached the point where no less than five big ships will sail this winter on world cruises and a dozen more to the Mediterranean and the West Indies. They will carry the cream of the travelers, those who can afford to spend big money.

These cruises mean much to the traveler, but a great deal more to the trans-Atlantic steamship lines who operate their own ships in the cruise field, or charter them at high prices to the tourist agencies. In each case they keep their ships occupied in the off season, and their crews in service. In the days before cruising became so popular many ships were annually withdrawn from the trans-Atlantic service in the winter and laid up to await the spring rush to Europe.

Competition, it is said, is the life of trade. This is true under certain conditions. The cruise business from 1910 to 1914 was still in its infancy and was, accordingly, well nourished by the steamship lines interested. At that time the Hamburg-American Line was foremost in the field operating cruises around the world, to the Mediterranean, the West Indies, the Near East and the North Cape.

When I was appointed advertising director of the Hamburg-American Line in 1910 I made an analysis of the company's business for the previous five years. It showed many hundreds of thousands of dollars in unsold accommodations and a minimum advertising appropriation. I laid my findings before the then general manager and resident director, Emil Boas, with the suggestion that we reverse the order of things by spending the maximum percentage in advertising and do away with the vacancies.

Mr. Boas asked me the amount of the advertising appropriation for the previous year. It was $170,000. He asked me what sum I would suggest. I said $350,000. He said "as it is up to you to produce the business, I am not going to limit you. Spend what you consider essential. The responsibility rests with you."

The campaign which followed in 364 newspapers throughout the country, the adoption of a trade mark border, which at a glance indicated that the Hamburg-American Line was in the shipping business, brought prompt returns. It also brought strong protests from the other trans-Atlantic lines and a demand for a meeting under the rules of the Trans-Atlantic Steamship Conference, of which all the lines were members. The meeting was held in the directors' room of the Hamburg-American Line. When all the representatives had assembled, I called for Mr. Boas to preside. He said, "Mr. Claussen, this is your plan, and so you will preside in my stead and acquaint the gentlemen with the new methods which we have inaugurated to secure business."

I opened the meeting and every line represented demanded the recall of our big copy and an agreement among the lines as to the limit of space which any one line could use. On behalf of the Hamburg-American Line I repeated my report to Mr. Boas and told them that the line would not be a party to limiting of copy, that we were not satisfied with the high percentage of vacancies, and we intended to create business to fill the empty space on the various sailings. I pointed out the benefit they would receive from increased business that, while we would get the cream from our advertising, some of the increase was sure to drift their way.

I was the most unpopular man in the room. A year later several of those present were big enough to go on record that I was right in my contention that it was necessary to spend the maximum amount in advertising in order to produce the maximum returns. That was the start of progressive steamship advertising. Take the files of the New York Herald or the Times of 1910 and compare them with 1913-14. They will show the growth of the advertising and how the other lines followed the lead of the Hamburg-American.

Today the order of operating cruisers is reversed. The only trans-Atlantic line operating a world cruise is the Canadian Pacific. The tourist agencies are operating the remaining four world cruises. Last season it was the same way and from the financial returns in more than one case it would appear that they under-advertised their product, or, being new in the operation of cruises, did not take advantage of the opportunities available. Most of the cruise advertising today is placed in territory from which less than 50 per cent of the passengers come. The Hamburg-American Line used some 90 newspapers in the field, from which it secured 45 percentage, namely the big cities. Two hundred and seventy-four newspapers in cities other than those listed as of the first class carried its advertisements and produced 55 per cent.

The sailing of the S. S. Franconia last Thursday with only 386 passengers is a concrete example of the result of under-advertising. This ship was built this year especially for world cruising. The company conducting the cruise, the American Express Company, has a travel department second to none. The booklets issued stated that only 487 passengers would be taken. The total gross revenue with a full ship was to be $2,100,000. An advertising appropriation of 10 per cent was asked for—considerably less was spent, with corresponding results. The smaller town papers were not used at all—179 of the passengers came from these towns.

The maximum appropriation for advertising in world cruising is 10 per cent of the gross revenue. The question of how it should be spent is another story. The Hamburg-American did not learn it the first year, but profited by its experience. In 1914, that is, up to August 1, of that year, the amount spent in advertising was $650,000. This included the trans-Atlantic and other services. The increase was justified for the maximum percentage necessary in the several departments of its business produced like returns. The first world cruise of the S. S. Cleveland was sold out a month before sailing date, when the waiting list numbered more than 200. The return cruise from San Francisco carried 526 and left a waiting list of nearly 300.

Three years ago, when advertising for world and other cruises was resumed, there was a considerable number of travelers waiting and educated by pre-war advertising up to the advantages of these cruises. The steamship lines and tourist agencies have been milking this field without any consideration of the morrow. Their advertising appropriations have been under the necessary percentage to assure maximum returns, and in nearly every case where a cruise ship has sailed in the last two years the passenger list, multiplied by the average rate shown on the cruise tariff, point to a loss or at the best a small profit.

In 1912 the average world cruise rate was $1,472 for the 520 travelers carried on the first cruise of the S. S. Cleveland. The second cruise averaged about the same. The average rate today, based on an average of last season and this year's offerings, is about $4,000. The total cruise capacity of the ships sailing this season on the cruise around the world is 2,500 passengers, representing a possible revenue of $10,000,000.

Advertising rates have increased, but not in proportion to steamship fares and cruise rates. Circulation has offset much of the increase in advertising rates. The increase in the average cruise rate is due not so much to the increased cost of operation, but to the system of chartering. The steamship lines have been able to get a handsome profit from the tourist agencies for their ships, which, in turn, is passed on to the traveling public by the agencies, who take all the risks.

Now Ready for Release

"THE FOUR STRAGGLERS"

Latest and Best Mystery Serial by the Master of Thrills

FRANK L. PACKARD

(Author of "The Miracle Man," "From Now On," "Pawned," etc.)

In 29 Illustrated Installments for Daily Release.

For Terms, Descriptive Circular, Synopsis, and Sample Installments, Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA

Vanderbilt Again Chooses Ludlow

AFTER a thorough test of the advantages of the Ludlow system for producing the display composition on his Los Angeles (Cal.) Illustrated Daily News, Mr. Vanderbilt has just placed his order for a Ludlow equipment for the new San Francisco Illustrated Daily Herald, which is soon to appear.

This equipment consists of one Ludlow Typograph, four matrix cabinets and 81 fonts of matrices ranging in size from 18 to 60 point—practically a duplicate of his previous order for the Illustrated Daily News.

The best equipment that money can buy is none too good for Mr. Vanderbilt, and this repeat order shows clearly that he considers the Ludlow the best for his use.

Mechanical Superintendent, Sam R. Sprecher, writes:

"I am firmly convinced that the Ludlow is the most efficient and flexible display system yet devised."

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

San Francisco Office: 303 Hearst Bldg., San Francisco.

TIPS FOR AD MANAGERS

Atkinson Advertising Agency, 322 South State street, Chicago. Sending out schedules for the Atlas Electric Company, of Chicago.

N. W. Ayer & Son, 308 Chestnut street, Philadelphia, Pa. Using 20 inches, 8 times and 48 inches, twice for Congress Cigar Company (La Palma).

George Batten Company, 383 Madison avenue, New York. Placing orders with some Florida newspapers for the Central Oil & Gas Stove Co., Florence Oil Cook Stoves, Gardner, Mass.

Benson, Gamble & Crowell, Tribune Building, 7 South Dearborn street, Chicago. Adding list of newspapers in which White Motor Truck Company of Cleveland, Ohio, will be used.

Blackman Company, 120 West 42nd street, New York. Again renewing newspaper contracts for Alfred H. Smith Co., "Djer Kiss" Perfume, 5 West 34th street, New York.

Brandt Advertising Agency, 7 South Dearborn street, Chicago. Preparing copy on Delson Knitting Company of Chicago.

Derby Brown Company, 280 Madison avenue, New York. Placing account for Carreras, Ltd., "Craven Mixture," tobacco, London, England.

Burns-Hall Agency, Merrill Bldg., Milwaukee, Wis. Making 10,000-line yearly contracts for Western Oil Refining Company.

Campbell-Ewald Company, General Motors Bldg., Detroit, Mich. Reported to be placing account for the Burroughs Adding Machine Co., Detroit, Mich.

Caples Company, 225 East Erie Street, Chicago, Ill. Placing orders with newspapers in various sections for Gateway Club, Chamber of Commerce Bldg., El Paso, Texas.

Chambers Agency, 247 Park avenue, New York. Using newspapers for The Gulf Coast Lines, railroads operating from New Orleans to Brownsville, Texas.

Nelson Chesman & Company, 1127 Pine street. St. Louis, Mo. Making contracts with newspapers generally for Summers Medical Co., South Bend, Ind.

Witt K. Cochrane Agency, 30 North Dearborn street, Chicago, Ill. Placing contracts with some Western newspapers for American Rice Products Co., "Cream of Rice," New Orleans, La.

Critchfield & Company, Brooks Bldg., Chicago. Placing account for John Blauls Sons Corp., food products, Burlington, Iowa.

Dolman Company, New Call Bldg., San Francisco, Cal. Placing account for the McKay Mfg. Co., "Auto-Pas-Lite" Lighting device, San Francisco, Cal.

Donovan-Armstrong, 1211 Chestnut street, Philadelphia, Pa. Placing account for Henry Disston & Sons, Inc.

Erwin, Wasey & Company, 58 East Washington street, Chicago. Sending out copy to a large number of city newspapers on their advertising of "Twelve Brands of Tobacco."

Henry B. Flarsheim Company, Fosdick Bldg., Cincinnati, Ohio. Planning national campaign for the Vollman, Lawrence Co., manufacturers of fine shoes for women.

P. K. Frowert Agency, 151 West 42nd street, New York. Using 414 lines, 6 times in rotogravure papers for the Coty Company.

Charles C. Green Agency, 15 West 37th street, New York. Preparing schedules for preliminary campaigns in a number of sections in the United States for Odol Chemical Company, New York. Making 3,000-line contracts for C. F. Mueller Company.

Guenther-Law, Inc., 131 Cedar street, New York, N. Y. Placing 21 lines, 26 times, for Eimer & Amend, medical, 205 3rd avenue, New York.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Placing account for Bernard Laboratories, Ind., manufacturing chemists and makers of "Denta Caps."

E. T. Howard Company, 33 West 42nd street, New York. Making contracts with newspapers in various sections for Frank C. Clark Tours. Times Bldg., New York, N. Y.

Charles W. Hoyt Company, 116 West 32nd street, New York. Placing orders with newspapers in selected cities for Rutland Fire Clay Company, Rutland, Vt.

Wm. A. Ingoldsby Company, 130 South Broadway, Los Angeles, Cal. Placing copy on contracts for Normany Products Co., "Glo-Co" Hair Gloss, 611 East 4th street, Los Angeles, Cal.

John S. King Company, Newman-Stern Bldg., Cleveland, Ohio. Placing orders with newspapers in selected cities for Lion Knitting Mills Co., "Ace" Muffler Cap, Cleveland, Ohio.

Lafferty Advertising Agency, Grand Rapids, Michigan. Planning a newspaper campaign through the Middle West in advertising the new Morton Hotel of Grand Rapids.

Thomas F. Logan Company, 680 5th avenue, New York. Making yearly contracts for Dubilier Condenser & Radio Corporation.

Lord & Thomas, Wrigley Bldg., Chicago. Making 5,000-line contracts for Quaker Oats Company.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Using 687 lines in one year for the Victor Adding Machine.

A. McKim, Ltd., Phillips Square, Montreal, Can. Making 35,000-line contracts for Fruit-atives, Ltd.

Robert M. McMullen Company, 522 5th avenue, New York. Making 2,400-line yearly contracts for the American Cranberry Exchange.

Metropolitan Advertising Company, 111 Broadway, New York, N. Y. Will handle account, beginning January 1, 1924, of George P. Ide Co., collars and shirts, Troy, N. Y.

Herbert M. Morris Agency, North American Bldg., Philadelphia, Pa. Placing account and later will use newspapers for D. Jayne & Son, "Jaynex" Cough Remedy, Philadelphia.

Morse International Agency, 449 4th avenue, New York. Renewing some of their newspaper contracts for Booth's Hyomei Co., Ithaca, N. Y.

Mutual Service Corporation, 140 Cedar street, New York, N. Y. Placing account for Gold Coast Citrus Exchange, Sugar Sweet Satsuma Oranges, Silverhill, Ala.

Osten Advertising Corporation, 25 East Jackson Blvd., Chicago. Placing account for Aluminum Products Corp., LaGrange, Ill.

Harry D. Phillips, 19 West 34th street, New York. Handling display copy for Sales Literature, Inc., a new organization marketing "The Art of Writing Sales Literature" and other courses of instruction by Benson G. H. Durant.

Potts-Turnbull Advertising Company, Gates Bldg., Kansas City, Mo. Sending out 20 time orders for the Portland Cement Association.

Frank Presbrey Company, 247 Park avenue, New York. Placing orders with newspapers in various sections for the Seaboard Air Line Railway, 24 Broad street, New York.

E. P. Remington Company, 1280 Main street, Buffalo, N. Y. Making contracts with newspapers generally for Foster Milburn Co., "Doan's Kidney Pills."

Ruthrauff & Ryan, 404 4th avenue, New York. Placing orders with newspapers generally for MacFadden Publications, Inc., "True Story Magazine" and "Physical Culture Magazine," 1926 Broadway, New York.

Frank Seaman Agency, 470 4th avenue, New York. Using one page, five times for the Eastman Kodak Company.

Sehl Advertising Agency, 139 North Clark street, Chicago. Sending out copy to papers in the southwest on Precision Equipment Mfg. Company (Crossley Mfg. Company of Cincinnati, Ohio).

Sweeney & James, Cleveland, Ohio. Placing advertising in fifteen cities through scattered territory on Scott and Fetcher (Vacuette).

J. Walter Thompson Company, 244 Madison avenue, New York. Placing account for A. & M. Karagheusian, Inc., Rugs, New York.

Tuttle, Greensboro, N. C. Placing account for "Cu-Co" springless shades.

United Advertising Agency, 339 5th avenue, New York. Placing orders with newspapers in various sections for Interwoven Stocking Co., New Brunswick, N. J.

United States Advertising Corporation, Second Nat. Bank Bldg., Toledo, Ohio. Using 100 inches in one year for Willys Overland, Inc.

Van Patten, Inc., 50 East 42nd street, New York. Renewing newspaper contracts for G. L. Miller Co., bonds, Atlanta, Ga.

Wallerstein-Sharton Company, 70 West 40th street, New York. Using one inch, 40 times, for the Piso Company.

Warfield Advertising Company, Federal Reserve Bldg., Omaha, Neb. Using one inch, once a week for the Skinner Mfg. Company.

James T. Wetherald Company, 142 Berkeley street, Boston, Mass. Using 2,000 inches in one year for the Lydia E. Pinkham Company.

Mommouth College Uses Ads

Monmouth College, Monmouth, Ill., has been using paid newspaper advertising space in that city to promote its $300,000 endowment drive. Beginning with a full page, the college dropped to a series of quarter page ads, which reviewed the history and growth of the school, and pointed out to citizens the value of the institution as a business asset to the community.

PARENTS' SERVICE!

200 words weekly by prominent authorities for your "Home" or "Woman's Page."

Write or wire now to Parents' Service Dept.,

Hol-Nord Feature Service
500 Fifth Avenue
New York City

IOWA

Leads in Number of Telephones in Farm Homes with 92%

Telephones are but one indication of the better living conditions which surround Iowa farms. It is quite common to find rural homes with electric lights, refrigerating machines, modern plumbing and heating systems.

There are 10,000 more telephones in Iowa farm houses than in those of any other state. This indicates that Iowa takes first rank in the matter of better living conditions on farms—a claim substantiated by the fact that Iowa leads in value of farm property and buildings.

It would seem that Iowa farmers consider the telephone a necessity, while others regard it more of a luxury. Isn't it likely the same would be true of other comforts of life—time and labor-saving devices or home utilities, for instance?

Because these conveniences are found on Iowa farms, it is evident that Iowans can afford to buy them. Since Iowa has more hogs, corn, oats and eggs than any other state, these modern utilities will continue to be purchased.

The chief duty of advertisers is to acquaint this market with their product in order to secure ready sales.

YOU CAN MAKE YOUR PRODUCT FAMILIAR TO EVERY IOWAN WITH THESE NEWSPAPERS

		Circulation	Rate for 5,000 lines
**Burlington Gazette	(E)	10,706	.04
**Cedar Rapids Gazette	(E)	20,668	.06
**Council Bluffs Nonpareil	(E&S)	15,797	.05
**Davenport Democrat & Leader	(E)	14,801	.06
**Davenport Democrat & Leader	(S)	17,660	.06
††Davenport Times	(E)	24,447	.07
*Des Moines Capital	(E)	62,780	.14
*Des Moines Sunday Capital	(S)	28,769	.14
**Iowa City Press-Citizen	(E)	6,176	.035
**Keokuk Gate City	(E)	5,656	.03
††Mason City Globe Gazette	(E)	12,330	.04
**Muscatine Journal	(E)	7,961	.035
**Ottumwa Courier	(E)	13,045	.05
**Waterloo Evening Courier	(E)	16,636	.05

*A. B. C. Statement, April 1, 1923.
**A. B. C. Statement, Oct. 1, 1923.
††Government Statement, Oct. 1, 1923.

WIDER FIELD FOR A. N. A.

(*Continued from page 6*)

Low net—W. K. Towers, Stetson hat.
Second (tie)—E. I. LaBeaume and Frank H. Cole, Advertising Library.
Third—H. W. Harney, golf chart.
Fourth—W. A. McDermid, Walworth wrench.

Golf for Guests

Low gross—W. C. Garwick, Ide shirt.
Second—Paul L. Swisher, headlight lenses.
Third—H. S. Livingston, an autostrop razor.
Fourth—O. D. Street, a box of Mazda lamps.

Golf—Flag Contest

First—George M. Prentiss, Stetson hat.
Second—F. N. Sim, Fuller bath outfit.
Third—Frank H. Cole, cork bath mat.
Fourth—D. L. Brown, a Walworth wrench.

Golf—Kickers' Handicap

First—Oswald B. Carson, Douglas shoes.
Second—C. A. Powers, hand saw.
Third—Stanley H. Twist, wrench.
Fourth—A. H. Bartsch, comb.

Putting—Golfers

First—E. I. LaBeaume, Coleman camp stove.
Second—E. J. Crosby, case Budweiser.
Third— E. A. Ecke, Scott tissue towel outfit
Fourth—W. A. McDermid, case ginger ale.
Fifth—J. Fay Newton, Colgate package.

Putting—Non-Golfers

First—W. L. Schaeffer, case Budweiser.
Second—Tim Thrift, case Budweiser.
Third—W. P. Werheim, case ginger ale.

Golf—High Gross

First—Norman O. Mick, golf chart.
Second—C. W. Drepperd, case Budweiser.
Third—John Sullivan, dozen Ide collars.
Fourth—L. B. Steel, ginger ale.
Fifth—C. A. Powers, package Baume Analgesique Bengué.
Sixth—R. K. Leavitt, Colgate package.

Croquet—Ladies

Colgate compacts to Mrs. C. A. Powers, Mrs. C. A. Palmer and Mrs. W. S. Ashby.

Ladies' Putting

Low gross—Mrs. P. L. Thomson, glass refreshment set; Mrs. A. H. Bartsch, case Ralston's cereal.
Second—Mrs. George Fowler, dozen golf balls; Mrs. Tim Thrift, package Heinz products.
Third—Mrs. F. N. Sim, Whitman's candy; Mrs. H. Earl Hoover, comb.
Fourth—Mrs. C. A. Powers, case ginger ale; Mrs. C. J. Sharp, Whitman's candy.
Fifth—Mrs. C. H. Schlabach, Colgate package.
Sixth—Mrs. C. A. Palmer, comb.
Seventh—Mrs. E. T. Hall, Colgate package.

Golf—Ladies

Low gross—Mrs. George Fowler, salad set.
Second—Mrs. P. L. Thomson, Heinz products.
Third—Mrs. F. N. Sim, Utilabar varnish.
Fourth—Mrs. C. A. Powers, case Post Toasties.

Bridge—Ladies

Mrs. W. K. Towers, electric toaster; Mrs. H. S. Richardson, electric heater.
Second—Mrs. George Prentiss, two cans enamel; Mrs. H. E. Hoover, two quarts enamel.
Third—Mrs. W. W. Wachtel, one package of enamel; Mrs. C. A. Palmer, case of Heinz products.
Fourth—Mrs. A. H. Bartsch and Mrs. S. F. Withe, Necco Chocolates.

Mah Jongg—Ladies

First—Mrs. Evans E. A. Stone, cork bath mat.
Second—Mrs. R. K. Leavitt, two quarts floor varnish.
Third—Mrs. C. J. Schumann, Whitman's candy.
Fourth—Mrs. John Sullivan, Whitman's candy.

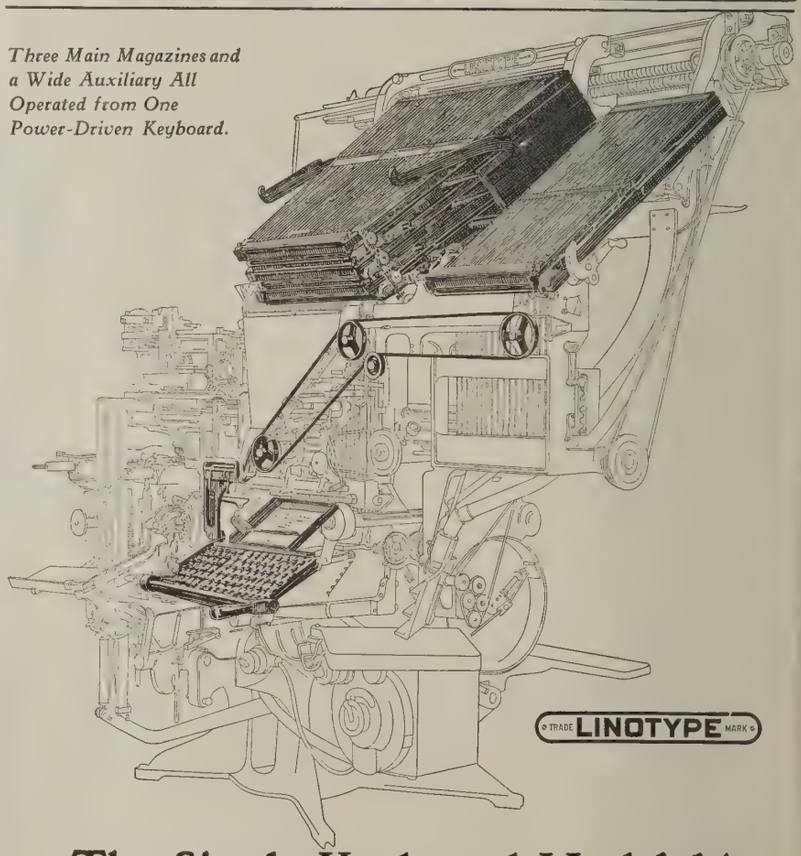
Present at the meeting were:

C. C. Agate, Manhattan Electrical Supply Co.
W. S. Ashby, Western Clock Company.
E. G. Baker, Wm. M. Cooper, American Sales Book Company
R. D. Baldwin, Simonds Saw & Steel Company
S. E. Boldwin, Willard Storage Battery Co.
A. K. Barnes, H. B. Gates, J. C. McCarthy, Armstrong Cork Company
C. H. Barr, Crocker-McElwain Company.
C. H. Barre, Texas Company
L. H. Bartlett, L. W. Gillette, Eastman Kodak
A. H. Bartsch, American Bosch Magneto Corp.
C. F. Betty, New Jersey Zinc Company
H. C. Bennett, Bassick Company
A. B. Berwald, Clarence F. Brown, E. F. Carley, S. L. Johnson, L. B. Steel, E. I. Du-Pont de Nemours & Co.
Gordon Blanchard, Crocker-McElwain Co.
Guy W. Bolte, Cheney Bros.
D. L. Brown, Goodyear Tire & Rubber Export Company
Harold McD. Brown, Corona Typewriter Co.
H. C. Burley, Murphy Varnish Company
Ralph Starr Butler, O. C. Roach, C. D. Richardson, J. Hardin, T. N. Packman, U. S. Rubber Company
Oswald B. Carson, American Hard Rubber Company
Charles P. Catlin, Remington Arms Company
Bennett Chapple, American Rolling Mill Co.
Miss Ida Clarke, Scott & Bowne
Miss F. E. Clotworthy, Association of Canadian Advertisers
Ernest H. Cole, Mills Bros. Company
Frank H. Cole, Peter Henderson & Co.
C. B. Colston, H. Earl Hoover, Miller Munson, Hoover Company
J. A. Cullison, National Fire Proofing Company
John M. Graham, Mr. Currigan, Lowe Bros.
F. R. Davis, General Electric Company
W. H. Dawson, Atlas Powder Company
E. D. Doty, Delco-Light Company
C. W. Drepperd, Hamilton Watch Company
W. K. Burlen, New England Confectionery Company
E. A. Ecke, LaSalle Extension University
P. M. Fahrendorf, Brown Shoe Company
G. E. Fahys, Joseph Fahys Company
C. F. Farnham, American Stove Company
R. N. Fellows, Addressograph Company
Ire Fleming, George P. Ide & Co.
Curtis H. Gager, Welch Grape Juice Company
Jack Gardner, Beckwith Company
E. D. Gibbs, National Cash Register Company
R. S. Gildart, General Fireproofing Company
John Glossinger, Williamson Candy Company
E. P. Green, Fayette R. Plumb, Inc.
L. R. Greene, Tuckett Tobacco Company, Ltd.
William B. Griffin, A. L. Zeitung, William G. Snow, H. B. O'Brien, International Silver Company
Eben Griffiths, Vacuum Oil Company
Warren Eastwood, Stromberg-Carlson Telephone Mfg. Company
L. F. Hamilton, Walworth Mfg. Company
O. C. Harn, Mr. Tibbetts, National Lead Company
Harold N. Harney, Dennison Mfg. Company
H. V. Jamison, American Sheet & Tin Plate Company
L. E. Jame, Carl J. Schumann, Hilo Varnish Corp.
A. W. Johnson, Lewis A. Crossett Company
David F. Kahn, Walter Scott Rowe, Estate Stove Company
E. M. Keeler, Mallory Hat Company
F. H. Keeler, R. D. Kein, E. R. Squibbs
H. G. Kenagy (Speaker)
Paul E. Kendall, Long Bell Lumber Company
Thomas E. Kendall, Baker-Vawter Company
Karl Kendig, Whitman & Barnes Mfg. Co.
E. I. LaBaume, N. S. Greensfelder, Hercules Powder Company
P. G. Lambert, Armstrong Cork Company
Robert K. Leavitt, Emery & Beers Company
J. L. Grimes, Firestone Tire & Rubber Co.
Edw. T. Hall, Ralston Purina Company
W. A. McDermid, Autograph Register Company
F. W. McElroy, Alpha Portland Cement Co.
J. W. McIver, Edison Lamp Works of General Electric Company
W. H. McLauthlin, Walter Baker & Co.
James L. Mahon, P. A. Geier Company
H. B. Matthews, S. W. Straus & Co.
O. J. May, Smith, Kline & French Company
H. C. Menagh, McDougall-Butler Company
Norman O. Mick, Burroughs Adding Machine Company
Robert E. Miller, Hamilton Watch Company
Craig D. Munson, International Silver Co.
C. B. Nash, Standard Sanitary Company
J. Fay Newton, Phoenix Mutual Life Insurance Company
C. A. Palmer, Insurance Company of North America
L. C. Lincoln, Sonora Phonograph Company
W. S. Lockwood, Johns-Manville Company
C. A. Powers, Library Bureau
George M. Prentiss, Standard Textile Products Company
A. T. Preyer, Vick Chemical Company
C. F. Propson, Bausch & Lomb Optical Co.
E. D. Reed, D. S. Thompson, F. F. Dalley Company
Alan C. Reiley, Remington Typewriter Co.
George W. Riley, Joseph & Feiss Company
W. L. Schaeffer, National Tube Company
C. H. Schlabach, Hygienic Products Company
C. J. Sharp, Cornell Wood Products Company
F. N. Simm, Timken Detroit Axle Company
E. W. Simons, Pittsburgh Reflector & Illuminating Company
C. W. Simpson, Art Metal Construction Co.
J. N. Slee, Three-in-One Oil Company
Charles E. Percy, Joseph & Feiss
Evans E. A. Stone, Standard Oil Company of New Jersey
G. Lynn Sumner, International Corr. Schools
Paul L. Swisher, O'Brien Varnish Company
P. L. Thomson, Western Elec. Company
Tim Thrift, American Multigraph Sales Co.
W. K. Towers, Paige Detroit Motor Car Co.
Stanley H. Twist, Ditto, Inc.
R. L. Twitchell, Carnegie Steel Company
W. W. Wachtel, Loose-Wiles Biscuit Company
Walter L. Weeden, George W. Blabon Co.
Prof. Harry R. Wellman, Dartmouth College
A. D. Welton, Continental & Commercial National Bank
L. W. Wheelock, Miss M. A. Creamer, Stephen F. Whitman & Son.
J. S. Wichert, Mellin's Food Company of North America
Everett R. Smith, Fuller Brush Company
Mr. Wilcox, Edison Lamp Works
Philip Will, Walter Will, Sill Stove Works
S. F. Withe, Aetna Life Insurance Company
W. A. Wolff, Western Electric Company
Mont. H. Wright, John B. Stetson Company
F. H. Yeomans, Prudential Insurance Co.
K. L. Zimmerman, Henry Disston & Sons, Inc.
P. B. Zimmerman, National Lamp Works
Theodore Weicker, E. R. Squibb & Sons
W. P. Werheim, Pratt & Lambert, Inc.
Elmer T. Wible, Pittsburgh Steel Company
C. A. Wiggins, Postum Cereal Company
W. R. Basset (Speaker).
George S. Fowler, M. L. Beard, B. Colgate, J. M. Davidson, Colgate & Co.
H. O. Carson, H. J. Heinz Company
E. Copeland (Speaker)
E. J. Crosby, Celite Products Company
W. A. Durgin (Speaker)
W. C. Garwick, Certain-teed Products Company
Mr. Conkey, Ingersoll-Rand Company
Mr. Concover, E. R. Squibb
R. J. Davis, E. G. Draper, Hills Bros. Company
R. S. Tibbals, Quaker Lace Company
Northam Warren, Northam Warren Company
G. E. Gilbert, Dexter Folder Company
George Jennings, Ordinator Company
H. G. Kebel, American Molasses Company
F. L. La Bounty, Genesee Pure Food Company
N. L. Mead, B. V. D. Company
John J. Nicholson, Murphy Varnish Company
Mr. Peck, S. T. Straus & Co.
G. W. Sherin, American Bosch Magneto Company
E. J. Weil, Van Raalte Company
M. A. Berns, Universal Portland Cement Company
Charles J. Crockett (Speaker)
G. H. Crofu, Mallory Hat Company

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

Detroit
Fourth
Largest
City
Complete coverage with one paper.
The Detroit News
Offers advertisers unusual opportunities

Three Main Magazines and a Wide Auxiliary All Operated from One Power-Driven Keyboard.



The Single Keyboard Model 14

has many features of construction that make it particulary adaptable to work which requires a variety of faces and sizes:

Three Magazines and a Wide Auxiliary.
All Operated from One Power-Driven Keyboard.
Any Magazine Changed in a Few Seconds.
All Magazine Handling from Front of Machine.
Split Magazines in Any or All Three Positions.
All Magazines Changeable Without Disturbing Auxiliary.
Sold as a One-, Two-, or Three-Magazine Machine.

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N. Y.
SAN FRANCISCO · CHICAGO · NEW ORLEANS · CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

THE
Daily Mail
BRITAIN'S NATIONAL NEWSPAPER

Penetrates every day throughout the length and breadth of the British Isles.

Its nation-wide influence is indispensable to the American Salesman planning to create a demand in Britain.

DAILY MAIL
New York Offices
280 Broadway
Telephone: Worth 7072

IN NEW ORLEANS NOW IT'S THE STATES

Largest afternoon city circulation.
Largest afternoon circulation in New Orleans trading territory.
Total daily over 52,000
Total Sunday over 77,000
1922 advertising gain, 1,025,432 agate lines.
Greatest record in the South.
Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by
JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco
and
S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A. B. C.

KELLY-SMITH CO.
Marlborough Bldg. New York
Lytton Bldg. Chicago

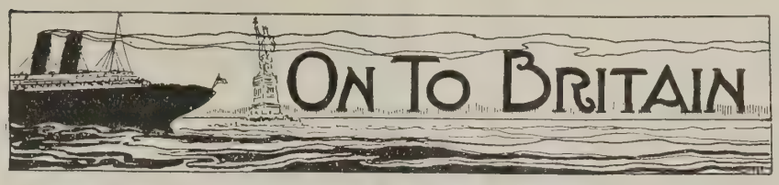
in WISCONSIN

The Sunday Telegram has BY FAR the largest circulation of ANY Wisconsin newspaper. It is fast gaining the recognition of national advertisers who seek to capture this rich market.

INVESTIGATE!

Learn the truth of the latest audits, and you'll use the

Milwaukee Telegram
REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT
(*London Editor*, EDITOR & PUBLISHER)
London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

Yorkshire "Never Lets Go":—The Bradford, Yorkshire, banquet to boost the Advertising Convention next year looks as if it is going to have some interesting developments from all I hear. Sir Arthur Marshall, who is associated with the Bradford Daily Telegraph and the Yorkshire Observer (the hosts of the occasion), and Sir Harold Mackintosh, principal of the great Mackintosh's Toffee House, both found so much of interest in the subject of the convention that they stayed behind and discussed it freely with some of the London visitors. In the result both gentlemen told Mr. Thomas McDougall that they would give their heartiest support in every way, and promised to make the convention cause a matter of personal interest in the most practical fashion. I learn, too, that another most interesting announcement may be expected as a result, but the details I am not permitted to reveal this week. A picture of some of the guests is given.

It may interest Americans to know that a Yorkshireman is called a "tyke" (a "Yorkshire Tyke"), which is slang for a terrier dog, the characteristic implied being that he never lets go. The determination of the Yorkshire enthusiast, Mr. H. C. Derwent, in bringing about the convention banquet and discussion, is entirely typical of what the attitude of Yorkshire will be on the question of representation at the convention.

Scotland Gets Going:—Following Yorkshire—Scotland. The first move over the border in connection with next year's event was made on Oct. 26, when a meeting to discuss the participation of Scotland was held in Glasgow at the Ca'doro restaurant under the chairmanship of Mr. H. Thomson Clark, of the Glasgow Herald. A lucid statement was made by the chairman who explained the progress made in London, and thereafter a discussion followed. It was decided to form a corporate body and to get in touch with the other centres in Scotland by means of announcing a further meeting to be held in Glasgow, on Nov. 2, and a weekly meeting until further notice. Mr. H. Thomson Clark was appointed chairman; W. L. D. Yule, vice-chairman, and H. W. Dick, interim secretary.

Daily Mail Trust Breaks Records: The issue of £8,000,000 seven per cent guaranteed mortgage debenture stock in the Daily Mail Trust, to control the publications acquired in the Rothermere-Hulton deal, was the financial event of the month. Such an issue is a record in itself but more than £106,000,000 (over $540,000,000) was the amazing amount received in subscriptions. Such is the confidence of the British public in the commercial soundness of this wonderful newspaper—as well as proof that there is money in England.

Punch, the leading humorous weekly, had its little joke on the subject:

"The Beaver and the Rotherbrock
Were walking hand-in-hand;
They laughed to hear the newsboys shout
'Two-thirty' down the Strand;
'If we could own the total Press'
They said, 'it would be grand.'"

English A. A. C. of W. Affiliations Growing:—It is good news that the list of affiliations of European advertising clubs, etc., to the A. A. C. of W. is growing. I learn that in addition to the Thirty Club of London, the Association of British Advertising Agents, Publicity Club of London, Aldwych Club, Advertising Club of Ulster, Corporation des Techniciens de la Publicite (Paris), and the following organizations, have applied for affiliation:

Weekly Newspaper and Periodical Proprietors' Association.
Incorporated Sales Managers' Association.
Association of Advertisement Managers.
Incorporated Society of Advertisement Consultants.
Incorporated Society of British Advertisers.
Fleet Street Club.
United Billposters' Association.
London Billposters' Protection Association.
Federation of Master Printers.
Women's Advertising Club of Ulster.
Publicity Club of Liverpool.
Regent Advertising Club.
Advertising Section of London Chamber of Commerce.
Cercle des Publicitaires Francais (Paris).
Chambre Syndicale de la Publicite (Brussels).

Community & Publicity Utility Interests Move:—The first meeting of those interested in the Community and Public Utility Department for the 1924 Advertising Convention was held on Oct. 28, at 110 St. Martin's Lane, London, W. C. The meeting was summoned by Lieut. Col. G. S. Hutchinson, the first vice-president of this department, and those present included: F. W. Goodenough, the British Commercial Gas Association, Ltd., in the chair; Lt. Col. G. S. Hutchison; Councillor Stanley Dowling, Margate and the Federation of East Kent Chambers of Commerce; T. W. Dockett Smith, Cardiff Corporation; H. C. Broome, Harrogate; W. T. Leighton, Guildford; W. Craushaw, Margate; J. C. Beaumont, Preston; Gregory Meakin, Nottingham; J. A. Milligan, London, Midland and Scottish Railway; A. Webb, Newspaper House, London; L. L. Blackwell, Edinburgh; John Hatton, Bath; Andrew Milne, convention secretary.

The delegates present represented some 250 Chambers of Commerce, Chambers of Trade and Town Councils to whom communications had been sent. Colonel Hutchison briefly outlined the purpose of the meeting and expressed the view that Chambers of Commerce and Chambers of Trade would be very unwise if they failed to take advantage of the opportunity which the Community Department and the convention in general presented to them.

The following resolution put by Councillor Dowling of Margate, and seconded by Mr. Meakin of Nottingham, was carried with enthusiasm: "That this meeting form itself into a committee for the purpose of using every endeavor to get community advertisers of Great Britain interested in, and to arrange a conference at the forthcoming International Advertising Convention."

An executive committee was elected consisting of the following men: F. W. Goodenough, Lt. Col. G. S. Hutchison, Councillor Stanley Dowling, Gregory Meakin, T. W. Dockett Smith, John Hatton, and W. Leighton.

Expectations Are Swelling:—The idea of next year's convention seems to grow with the weeks. The British delegation came back with the impression that 1,000 Americans might be expected. In a month that had risen to 1,500. A fortnight ago the number had grown to 2,500. Now, I see it is hoped that 5,000 people from all parts of the world will assemble. And why not?

When you come to London—

You will notice that eminent men and women who have the Nation's welfare at heart use JOHN BULL as a medium for addressing the public at large. This indicates the value of the paper to advertisers wishing to reach the homes of Britain.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the World. No Bonuses. No Competition.

For Advertising Rates and Particulars write:
Philip Emanuel, *Advertisement Manager*
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

JOHN BULL

"In Boston It's the Post"

Circulation Averages for 1922

BOSTON DAILY POST
396,902
Copies Per Day

BOSTON SUNDAY POST
401,643
Copies Per Sunday

First in Local, General and Total Display Advertising

New Records

From nothing to 200,000 in seven months on Sunday—From 25,000 to 200,000 in eleven months Evenings. Watch for the next chapter.

DETROIT
Evening and Sunday
TIMES

OVER
64,000

LARGEST EVENING CIRCULATION IN IOWA

The Des Moines Capital

EDITORIAL

CASE FOR HEADQUARTERS

IT is regrettable that a break has occurred between President Coolidge and Washington newspaper correspondents over the question of who shall be responsible for the eligibility of persons attending the regular conferences at the White House.

C. Bascom Slemp, secretary to the President, seems to be entirely responsible for the ruling that robs the newspaper men of their right to protect their profession from the tipster, propagandist and we-boy insofar as the meetings with the President are concerned.

In other words, the protection of the public has been taken out of the hands of the men chiefly concerned in serving it and placed in the hands of politicians.

The Washington newspaper correspondents are to be congratulated for their stand and deserve the wholehearted support of all newspapers regardless of partisan affiliations.

Tipsters, propagandists and their kind for whom the bars are now pulled down at the discretion of a man who certainly must have no conception of the responsibility of journalism to the public, have no appreciation of the honor of confidences and the way is now open for scandal. The tipster, in fact, lives by selling confidences, and, under this ruling of Mr. Slemp, he again becomes a menace to the public, honest journalism and the Government.

EDITOR & PUBLISHER is in no way concerned about the case at issue but it is seriously concerned about the principle involved. There is nothing to prevent Secretary Slemp from refusing Presidential audience with the representative of an opposition paper at a general conference and no enforced rules that will prevent a bucket-shop runner from gaining information to which he is not entitled.

Both President Coolidge and Mr. Slemp should remember that the newspaper correspondents of Washington have organized to police their ranks as a professional duty that would assure protection both to the President and the public. There are some pretty black pages in Washington's past history that proved the need for such action.

The rules of the Washington newspaper men as to who shall and who shall not attend official conferences with the press are liberal to the extreme and the general feeling among newspaper men was that they should be tightened with the idea of giving high officials even greater protection from the unscrupulous who from time to time find a temporary place in the ranks of journalism.

The action of Secretary Slemp undoes the work of years of the men who are striving to place journalism on the plane which it deserves. The case demands positive protest from the entire press of the country to President Coolidge direct.

THE SPACE-BUYERS' THOUGHTS

NEWSPAPER owners and others with advertising space and service for sale have not always been ready to agree with what the buyers of that space put forward as their desires and ideals. Often they could not, and remain solvent going concerns.

It will be otherwise, in all probability, when the space-sellers learn and consider what advertisers are now thinking as demonstrated at the meeting of the Association of National Advertisers, held this week in the pleasant home of the Westchester-Biltmore Country Club.

In some respects it may appear that the A. N. A. has outgrown its name. Its members are no longer primarily concerned with the merits of competing media, with sharp bargains for secret low rates, or with the other contentious question of how the advertising agent shall be paid. These questions have not been forgotten. They have been subordinated, as developing more heat than light or energy, at a time when light and energy in distribution are pressing necessities.

Advertising manufacturers now have the efficient production that their salesmen commanded in the recent days when sales came easily. There is more production than present sales and advertising facilities can dispose of. Shoe manufacturers can manufacture 800,000,000 pairs annually for a yearly market which does not need more than 300,000,000 pairs. Retailers are still pushing private lines for the greater profit and advertised goods are dumped at suicidal prices to clear shelves and warehouses.

Sales and the places where they can be made, and how, with least expense—the mind of the national advertiser is working at pressure on these now and any message that the seller of space can deliver that can ease the solution will find a profitable welcome. Newspapers' promotion men will find it well to bear this in mind when they are tempted to turn out a stunning piece of copy with flamboyant claims of circulation and advertising dominance. That information has an important place, of course, but it is only the sauce of the dish. And the advertiser is sick of it as a steady diet.

THE STRONG MUST BEAR WITH THE WEAK

ROMANS
Chapter XV: 1-7

WE then that are strong ought to bear the infirmities of the weak, and not to please ourselves.

Let every one of us please his neighbour for his good to edification.

For even Christ pleased not himself; but, as it is written, The reproaches of them that reproached thee fell on me.

For whatsoever things were written aforetime were written for our learning, that we through patience and comfort of the Scriptures might have hope.

Now the God of patience and consolation grant you to be likeminded one toward another according to Christ Jesus.

That ye may with one mind and one mouth glorify God, even the Father of our Lord Jesus Christ.

Wherefore receive ye one another, as Christ also received us, to the glory of God.

PULLING POWER

ONE of the most unusual stories of the success advertising is found in the announcement of the William Wrigley, Jr., Company, manufacturers of chewing gum, this week that a stock melon of $50,000,000 would be divided among stockholders as a Christmas gift.

Wrigley success has been built upon persistent advertising at a total cost that is said to be more than $40,000,000. Gross sales for this year, based upon figures available up to November 1, and said to be responsible for the new stock issue, will reach more than $27,000,000 and bring the sales to approximately 5,000,000,000 pieces of gum. The stock increase is from 600,000 shares of par value of $25 to 1,800,000 shares of no value. Wrigley stock has been selling for $125 and it is believed the new issue will bring more than $40.

A story is going the rounds that on a recent trip to the Pacific Coast William Wrigley, Jr., was urged by his friends to kill his unusually heavy advertising appropriation, permit his business to continue on the momentum gained by past expenditures and take this money in additional profits. His reply was that the train they were on seemed to be going along pretty well, but he feared it would not continue, however, if they dropped the locomotive.

Wrigley has never wavered in his belief in advertising; he has always looked upon it as a locomotive that was pulling his business to success and he has given it the thought and care of a thorough engineer.

A GLIMPSE INTO THE FUTURE

THIS week two young inventors become known to the newspaper world as dispellers of certain problems hitherto standing in the way of widespread adoption of radio in news transmission.

William Finch, only 28 years old, and Archibald Stevens, 39, radio engineers, have perfected a wireless device, making radio secrecy a practical matter and making possible the sending of four different messages from one central transmitting station to be received on separate automatic typewriters. In other words, the volume of wireless transmission has been quadrupled.

These two young men by their inventive genius have afforded us a glimpse into the future. Too much cannot be expected for the present. But the eventual adoption of wireless as the chief means of distributing news can now be safely predicted.

What will it mean?

The world now thought to be closely tied together by visible wires carrying news and opinion of the leaders of nations through the press to the door step of the common people will soon be more closely tied invisibly.

It was not long ago that it was said with pride: "You can do anything with wireless you can do with overhead telegraph wires."

Now by radio, it is claimed, it will be possible to send four different messages simultaneously over the same radio channel.

With this one glimpse, what may we not boast for the future?

BUT NEWS IS THE THING

"WHAT does the public want?" is a question that is frequently propounded in the newspaper business. Now and then things happen that convince us that the answer is not as hard to find as some students of public thought would have us believe.

The evidence clearly indicates that the public wants the news. It wants news that can be accepted as fact limited only by the ability and honesty of the reporter. The public value of news, it would seem, is arrived at not by the ownership of a newspaper, but by the purposes that guide in making its appeal. There can be no doubt that this plays an important part in the success of publications which sink petty partisanship and give their news columns an independence that permits the presentation of every point in discussions and every phase of news developments.

Two recent suspensions give strength to this belief. The Paterson (N. J.) Times had a short life in that highly competitive field and quit with a loss of many thousands of dollars to its backers after its candidate for mayor was defeated for re-election. Its reason for being had passed. The death of the New York Leader in its infancy was more unexpected. It boasted 300,000 owners, but could only claim 20,000 circulation. It flaunted the fact that it was "a labor union daily" and its army of owners seem to have bought those other journals that claim only to be newspapers, that strive to print all the news as their reporters find it and their editors measure its value.

News, it would seem, continues to be the thing that the public wants in its daily newspapers.

November 17, 1923 Volume 56, No. 25

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

James Wright Brown, Editor.
Ben Mellon, Associate Editor.
Arthur T. Robb, Jr., Managing Editor.
Fenton Dowling, Business Manager.
J. B. Keeney, Advertising Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
London Editor: Herbert C. Ridout; Business Representative, H. Rea Fitch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
St. Louis: Roy M. Edmonds, 1638 Arcade Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50

PERSONAL

HERBERT S. HOUSTON, editor of Our World, and former president of the Associated Advertising Clubs of the World, addressed the Hartford, Conn., Advertising Club Nov. 6.

Bruce Haldeman, president and manager of the Louisville (Ky.) Courier Journal, with his wife and daughter, arrived in San Francisco, Nov. 1, from the Orient.

William Allen White, publisher of the Emporia (Kan.) Gazette, and W. Y. Morgan, publisher of the Hutchinson (Kan.) News, have been elected to honorary membership in Sigma Delta Chi, professional journalistic fraternity, by the Kansas university chapter of the order. They will be initiated in the spring.

Fred S. Ferguson, vice-president of the United Press in charge of news, left New York, Nov. 9, for a short trip of inspection through the middle west. By invitation he delivered an address at Butler College in Indiana, and inspected the United Press bureaus at Chicago, Indianapolis, and St. Louis.

Col. Oliver S. Hershman, former publisher of the Pittsburgh Press, was recently presented with a silver loving cup by newsboys of the downtown district of Pittsburgh.

George R. Tilton, former Danville, Ill., postmaster, has joined the editorial staff of the Danville (Ill.) Commercial-News. He was directing head of the Danville Press 10 years prior to its merger with the News.

Hon. Frank Oliver, for forty years publisher of the Edmonton (Alta.) Bulletin, who has recently been appointed member of the Dominion Railway Board, announces his retirement from the editorial and business direction of the paper. The Bulletin Company is being reorganized.

Edward H. Butler, editor and publisher of the Buffalo Evening News, is convalescing after an operation for appendicitis.

"Bud" Fisher, creator of the comic strip "Mutt and Jeff," spent a few days recently in Baltimore, watching some of the race horses he owns run at the Pimlico track.

Scott Laird, formerly publisher of the Winona (Minn.) Republican-Herald, has been elected special municipal judge of that city.

Lou Holland, president of the Associated Advertising Clubs of the World, spent last week in New York, where he was a speaker at the meeting of the A. N. A. He also came East to attend a conference with Jesse Neal, chairman of the London Transportation Committee of the A. A. C. of W. On Friday evening he was a speaker at the Advertising Exposition.

James T. Williams, Jr., managing editor of the Boston Transcript, gave an address before the cadets of Norwich University and the townspeople of Northfield, Vt., Nov. 12, in which he attacked the Ku Klux Klan.

S. H. Somerton, of Yokohama, Japan, publisher and editor of Eastern Commerce, the only monthly trade journal in the Orient printed in English, will arrive in New York on Saturday, Nov. 17, and will make his headquarters at the World Wide News Association, 303 Fifth avenue. His plans for the future are not made as yet. Mr. Somerton lost his wife, business and home, during the earthquake.

L. O. Fults, editor of the Jeffersonville (O.) Citizen, was elected mayor of that town in the Nov. 6 election, defeating W. H. Mitchell, a retired Methodist minister.

IN THE BUSINESS OFFICE

FRANK F. MERRIAM, for eleven years with the advertising departments of Long Beach, Cal., papers, has become active vice-president of the Long Beach Sun. Merriam is speaker of the California assembly.

William A. Brewer, business manager, Sacramento (Cal.) Star, has resigned to go with Hale Brothers' department store, Sacremento, as advertising manager.

George W. Gibbs has been named advertising manager of the Portland (Me.) Press Herald. He received his training in the Charles H. Fuller Agency of Chicago, and has been connected with the Chicago Tribune, New York Tribune, and the New York Herald and Sun.

James M. Armstrong, of the Jamestown (N. Y.) Morning Post, has resigned his position in the circulation department of that paper. He will take charge of the circulation department of the Warren (Pa.) Tribune in a few days.

Hal S. Smith, formerly advertising manager of the Mt. Vernon (Wash.) Herald, has moved to Kelso, Wash., and opened a printing business.

Willoughby Santman has joined the classified advertising staff of the Hagerstown (Md.) Herald-Mail. Fred Diener has been transferred from classified to display.

S. Kent Page of Chicago is handling special advertising for the Tacoma (Wash.) News Tribune.

C. N. Refield and Chester McKittrich, formerly of the Chicago Tribune's business survey department, have been transferred to the merchandise service department.

THE EDITORIAL ROOMS

H. C. COLLES, music critic of the London Times, who is in New York for three months as visiting critic of the New York Times, will deliver a lecture before the League of Composers, Nov. 25, at the Anderson Galleries.

Mrs. Rea S. McClure, after 24 years of service as head of "The Chaperon" column of the Kansas City Star, announced her retirement, Nov. 6. She is 78 years old. The Star devoted three columns to recounting her services to the paper and the people of Kansas City.

Will F. Candler, former editor of the Mountain Grove (Mo.) Herald, and later managing editor of the Lafayette (La.) Advertiser, has returned to the latter position after being connected for a time with the Hyde Park Herald, published in Chicago.

Walker S. Buell, chief of the Washington bureau of the Cleveland Plain Dealer, spent a few days at the home office writing leads for the November state and national elections.

Erskine M. Lord, editor of the Osborn (Mo.) Enterprise, has been secured by Popular Finance, a New York publication, to write a column, "Between Us," for the paper. Lord is a well-known Missouri paragrapher.

Mrs. Blanche K. Wheeler, formerly of Boston, Mass., has left the reportorial staff of the St. Petersburg (Fla.) Independent to engage in the real estate business with a local firm.

Albert Pashby, city editor of the Lynn (Mass.) Item, has resumed his duties after a two weeks' vacation.

Charles Donelan, cartoonist on the Boston Traveler, entertained members of the Lynn Section, American Institute of Electrical Engineers, at its recent meeting by a talk and sketches.

Edward McAdams, managing editor of the Lynn (Mass.) Telegram-News, has returned from an automobile trip through New Hampshire and Vermont.

Theodore H. Price, editor of Commerce and Finance of New York City, made a speech before the Rotary Club of Opelika, Ark., on Nov. 1. He discussed at length the agricultural and industrial conditions of the South.

William C. (Cy.) Etheredge, formerly city editor of the Santa Rosa (Cal.) Republican, has resumed his position after an absence of several months.

Russel Newland, who resigned recently as editor of the Olympia (Wash.) Olympian, has been succeeded by Archie Watts of Seattle. Newland has joined the Associated Press staff at Spokane.

FOLKS WORTH KNOWING

W. H. BAGLEY, for many years the publisher of important newspapers in the South and Southwest, has been elected associate and co-publisher, with Kimball G. Colby, of the Lawrence (Mass.) Telegram.

W. H. Bagley

Bagley was for a number of years managing director of the Raleigh (N. C.) News and Observer, owned by Josephus Daniels, Secretary of the Navy, during the Wilson administration.

Turning to Texas in 1917, he became publisher of the Fort Worth Record. Later he owned control of the Wichita Falls Record News and the Ranger Daily Times, as well as his Fort Worth property.

In 1921, because of ill health, he was forced into temporary retirement, and spent a year in Europe. He has spent the past year in work of advisory capacity to publishers in the eastern states.

Colby, in announcing Bagley's election, paid him the following tribute:

"I bespeak for him the confidence of our readers and our people generally."

Mr. Bagley's brother, Worth Bagley, was the first man killed in the Spanish-American War and his other brother, David, was the first man lost at sea in the War with Germany.

W. Thomas Hargis has been made assistant city editor of the Philadelphia Public Ledger. He was formerly a reporter.

Walter Yust, feature writer on the Philadelphia Public Ledger, has been confined to his bed with an illness caused by an airplane trip.

Herbert F. McDougal, editor of the Fairfield (Ia.) Daily Ledger, was guest of the Ft. Madison (Ia.) Evening Democrat last week.

L. A. Long, for thirty years editor of the Hillsboro (Ore.) Argus, has been succeeded by Verne McKinney, son of the owner.

Charles L. Shaw has assumed the managing editor's desk of the Victoria (B. C.) Colonist, a position vacated by the retirement of S. H. Matson, the owner, from active newspaper work. Shaw, who began his newspaper work on the Colonist, is only 26 years old and, it is thought, is the youngest managing editor in Canada. J. W. B. MacDougall returns to the Parliament buildings in place of Shaw. The telegraph desk has been taken over by O. H. Nelson.

Al Baum, sports editor of the San Francisco Examiner twelve years ago, has returned to that position.

Miss Louise Hunt is the new radio editor of the Tacoma (Wash.) Ledger, taking the place of Albert Ottenheimer, who is attending the University of Washington.

J. H. Carr, who recently joined the staff of the Tacoma (Wash.) News Tribune from the Philadelphia Inquirer, is coaching the football team of St. Leo's high school in Tacoma.

C. C. Hungerford, cartoonist for the Pittsburgh Sun, who with Max Henrici, a member of the editorial staff, is touring Europe, is sending a series of cartoons to the Sun regularly, depicting life in France, Germany and Switzerland. Henrici writes the tales which go with the cartoons.

Jack DeWitt of the Council Bluffs (Ia.) Nonpareil is co-operating with Mrs. Hattie T. Harl in the preparation of material for a history of that city.

L. Dever, editor of the Portland (Ore.) Western American was injured in a railway accident Nov. 6.

F. H. Hosmer, managing editor of the Syracuse (N. Y.) Journal, underwent a slight operation to correct eye trouble, this week. It is expected he will be able to resume his duties shortly. L. R. Blanchard, news editor, is taking charge of Hosmer's duties during his absence.

Charles A. Segner, managing editor of the Chicago Evening Post, is in Louisville on a visit of two weeks.

A. J. Bean, financial editor of the Boston Post, will deliver an address on "The Political and Economic Situation in Europe," Nov. 20, in a course on contemporary Europe offered by Boston University. Dr. L. O. Hartman, editor of Zion's Herald, will speak on "Present Day Russia," Dec. 4.

Edward H. Doyle, news editor of the Syracuse (N. Y.) Telegram, suffered a nervous collapse last week while at his work. He lies in a critical condition at the Crouse-Irving Hospital.

Wilbur M. Faulkner, formerly court reporter on the Springfield (O.) News and now owner of a job shop in Springfield, was elected president of the Springfield Typothetæ at its meeting Nov. 8.

Barnet Nover, of the editorial staff of the Buffalo Evening News, who returned recently from Europe, will give a series

The following papers have renewed their contracts for the Haskin Service for another year:

The Sioux City Tribune

The Fort Wayne News and Sentinel

The Oil City Derrick

The Sheboygan Press

The Danville Morning Press

of 10 lectures on Continental conditions as a special evening course in the University of Buffalo.

Bartlett Cormack, literary editor of the Chicago Evening American, and his recent bride, gave a reception at their Evanston home for Rebecca West, the English author, on her visit to Chicago.

James C. Grant of the Chicago Evening American was appointed during General Haller's stay in Chicago to travel with the Polish war hero as publicity representative. He will return to his position when the five-weeks' tour of the East comes to an end.

Fred J. Meagher, who recently resigned as director of printing of the New York State Board of Estimate and Control, has rejoined the staff of the Oswego (N. Y.) Times as news editor. Meagher began newspaper work on the Times and was city editor when he resigned in 1912 to become secretary to the late Luther C. Mott.

J. Devillo Pollard, editor of the Seneca County Journal, Seneca Falls, N. Y., has been elected a county supervisor.

A. E. Parker, C. A., has resigned as managing editor of Canadian Finance, Winnipeg, to become managing secretary of the Winnipeg Board of Trade. Cecil Lamont is his successor.

Charles Hays, financial editor of the Chicago Evening Post, has gone to northern Michigan for a stay. His place is being taken by Lloyd George.

Edna Lavine, editor of the "Boys' and Girls' Post" section of the Chicago Evening Post, is in New York on a visit. During her absence, William Sahud edited the feature.

HOLDING NEW POSTS

JACK KOFOED, from sports staff Philadelphia Public Ledger to sporting staff, New York World.

Miss F. Arline DeHaas, of Baltimore, Md., to staff, Philadelphia Public Ledger,

George E. Powers, from advertising manager Santa Rosa (Cal.) Press-Democrat, to advertising department Santa Rosa Republican.

Phebe Hunt, from society and club editor Ellensburg (Wash.) Record, to assistant editor Seattle Town Crier, a weekly devoted to stage, church and society.

Frank Lockerby, from city editor Vancouver (B. C.) Columbian, to news editor.

Loren Milliman, from reportorial staff, Okanogan (Wash.) Independent, to city editor Vancouver (B. C.) Columbian.

W. W. Bowman, from Salt Lake City Tribune editorial department, to Salt Lake City Telegram.

A. O. Loomis, from advertising manager Spokane (Wash.) Spokesman-Review, to same position Portland (Ore.) Telegram.

Kay Barr, from sport editor Akron (O.) Press, to editorial staff Pittsburgh Press.

Walt Williams, from associate editor Cle Elum (Wash.) Miner-Echo, to editorial staff Wenatchee (Wash.) World.

Josef K. Schmidt, from automobile editor to assistant state editor, Cleveland Plain Dealer.

Archie R. Dunlap, to associate editor St. Petersburg (Fla.) Independent, following resignation of Fred W. Williamson. Paul A. Davis, formerly Jamestown (N. Y.) Journal, to city editor, succeeding Dunlap.

C. B. Axford,, to city editor of the St. Petersburg (Fla.) Times, succeeding Glenn Long, now managing editor.

Sara Ross, graduate of the Ohio State University's journalism course, to staff St. Petersburg (Fla.) Independent, as feature writer.

Thomas Smith, formerly of New York, to reportorial staff of the St. Petersburg (Fla.) Times.

R. A. McLellan, from staff to managing editor New Westminster (B. C.) British Columbian, following the death of J. W. Cunningham.

S. S. Densmore, University of Washington student, to staff of the Tacoma (Wash.) Ledger.

E. G. Fitzhamon, staff correspondent for Universal Service in Europe in 1918-19, to staff San Francisco (Cal.) Examiner.

Abe Hurwitz, from editor Jacksonville (Fla.) Journal, to Reading (Pa.) Times. Sam Ellis, from Mobile (Ala.) Register, to editor Jacksonville (Fla.) Journal.

James G. Davidson, University of Chicago student, to Chicago Daily Journal staff.

C. G. Appregren, to reportorial staff, Chicago Daily Journal.

H. D. Lemley, from advertising department Oklahoma City Oklahoman, to advertising manager Cedar Falls (Ia.) Record.

MARRIED

WARREN KRAFT, head of the Portland, Ore., office of the Botsford-Constantine Advertising Agency, to Miss Beulah Bowman in Seattle.

Emory Hall, president of the Theodore W. Clark Printing Company of Rockford, Ill., to Miss Clara Keeler in Rockford, Nov. 7.

Bert Fosdick, printer with the Tacoma (Wash.) News Tribune, to Beatrice Goldsby of Sumner, Wash.

Ralph Cady, a member of the advertising staff of the Portland (Me.) Press Herald, and Miss Genevieve Dunn, Portland, will be married on Nov. 24.

IN THE AGENCY FIELD

JOHN B. WOODRUFF has been made art director of the Campbell-Ewald advertising agency. His headquarters will be at the Detroit offices of the company.

George O. Jenner has opened an advertising agency at 6912 Hollywood Boulevard, Hollywood, Cal. He has been connected with newspaper and publicity work for some years.

Harold P. Drake has gone from the advertising agency of Hall & Emory of Portland, Ore., to the advertising department of the Walla Walla (Wash.) Bulletin.

The L. S. Gillham Company, Inc., has moved to its new building, 843 San Julian streeet, Los Angeles.

Mr. and Mrs. Merval Rose will leave Hutchinson, Kan., Nov. 10, for Kansas City, where Mr. Rose will be connected with the Smith Advertising Agency. Mr. Rose was formerly in the advertising department of the Hutchinson (Kan.) Gazette.

W. J. Doherty of Toronto, Canada, has joined the Chicago office of Albert Frank & Co., New York, Chicago and London. He was advertising manager for two years of Graham, Sanson & Co., Investment Bankers, Toronto.

E. J. Tooke, advertising manager of the Wurlitzer Music Company, Chicago, has joined the staff of the Atkinson Advertising Agency and will be in charge of all music advertising.

The Brotherton Company, advertising agency, Detroit, has announced the following new members of their staff: A. H. Jenkins, formerly with Nichols-Moore, Cleveland, to copy staff; Fred Barrett, fomerly working on Hudson and Essex schedules, to supervising newspaper schedules; G. G. Slag, formerly Power, Alexander & Jenkins, to production department; Robert N. Taylor, late of the Detroit Times, to editing bulletins; H. M. Hamilton, formerly of Montgomery Ward & Co., to sales promotional work.

John Cowan, publicity officer of the Toronto General Trusts Corporation, has resigned to become associated with A. J. Denne & Co., Ltd., advertising agents. He will continue to have charge of the publicity of the corporation.

John Ring, Jr., president John Ring, Jr., Advertising Company, has been appointed chairman of the publicity committee of the 1924 Community Fund Campaign in St. Louis.

W. J. Doherty and W. E. Armstrong have joined the Chicago office of Albert Frank & Company, Inc., advertising agency. Mr. Doherty was formerly advertising manager of Graham, Sansin & Company, Toronto. Mr. Armstrong has for the last four years been with the Harvey Blodgett Company, St. Paul, Minn., and previous to that was with the Albert P. Hill Company, Inc., Pittsburgh, Pa.

William B. Gellatly has joined Groesbeck, Hearn & Hindle, New York, as account executive. Gellatly was previously with Goode & Berrien. J. Y. Farrell has also joined this agency as head of the production department. He has previously been with the Blackman Company and the Harry Porter Company, both of New York.

Charles Logan Ozburn, formerly with the Chicago office of Albert Frank & Company, Inc., has opened an advertising business at Minneapolis under the name of Charles Logan Ozburn and Associates.

WITH THE ADVERTISERS

MISS GRACE SHALLENBERGER, advertising manager of the Thompson-Belden Company, Omaha, Neb., and daughter of Congressman Ashton C. Shallenberger, has resigned to become secretary to her father at Washington. Dorothy Latham has been named advertising manager for Thompson-Belden.

Allen H. Center, who was manager of the St. Louis office of the Billboard of Cincinnati, has gone to Chicago to be advertising manager for the Trio Motor Sales Company, Jordan distributers.

E. E. Keough of the American Writing Paper Company has returned from an extended business trip to the Pacific Coast. He will continue as manager of the advertising department of that company, working in conjunction with the newly created department of sales promotion, which is in charge of Fred Webster.

Elmo Holke, advertising manager of Victor Motors, Inc., spoke at a dinner meeting last week of officials, executives and department heads of that company. His subject was "The Value of the Spoken Word, Coupled With Newspaper Support."

Gilbert U. Radoye, for five years advertising director of the Haynes Automobile Company, Kokomo, Ind., has resigned his position. No successor has been named. Radoye was formerly with the Marmon and Packard organizations.

E. C. Harris, for nine years advertising director of International Proprietaries, Inc., Atlanta, Ga., has established an advertising agency in Atlanta under his own name.

Bruce Whittier has joined the staff of the Corona Typewriter Company, Inc., Groton, N. Y., as assistant advertising manager. He was recently a director of Wm. T. Mullally, Inc., and manager of the Boston office of that agency.

Walter C. Hellmann, associate advertising manager of the House of Kuppenheimer for the past four years, has resigned to become advertising manager of the A. B. Kirschbaum Company, Philadelphia and New York, and assistant to the president, David Kirschbaum.

Stuart Peabody, for the last eight years with the H. K. McCann Company, New York, has been appointed advertising manager of the Borden Sales Company, Inc., New York.

New Rochelle Has Done It

The Protestant churches of New Rochelle —famous as being forty-five minutes from Broadway—have united in a joint appeal to the citizens of the town to attend some church. As general matter they are using Series No. 4, issued by the Church Advertising Department.

Churches are awakening to the need of using printers' ink to stimulate attendance. Publishers can help the matter along by making arrangements to use ads issued by this Department. The price is $10 for most papers.

Proofs of Series No. 4, twenty-five ads in copy form only, are available. For proofs address

HERBERT H. SMITH
518 Witherspoon Bldg. Philadelphia, Pa.

The Lanston Monotype Company cooperated with the Church Advertising Department in making possible the issuance of these proofs.

CHURCH ADVERTISING DEPARTMENT
A.A.C.W.

NEWS SERVICES AND SYNDICATES

THOMAS T. TOPPING, of the Paris office of the Associated Press, has been nominated by the Anglo-American Press Association to co-operate with the French Olympic Committee in all matters relating to American pressmen and their needs as regards seating accommodation at the Olympic Games next year.

H. E. Swisher, Portland, Ore., manager of the United Press, has been transferred to the Los Angeles Bureau, where he will be in charge. Robert A. Donaldson, in charge at Los Angeles, has returned to the San Francisco bureau. F. T. Bowness is in charge of the Portland bureau.

L. L. Sisk, of the Chicago bureau of the United Press, spent his fall vacation in Oklahoma City. He returned to Chicago with his bride, formerly Miss Warner.

Bryant Harbert, of the Kansas City bureau of the United Press, has been made bureau manager of the United Press at Cleveland, succeeding John T. Smart, who will attend law school at the Ohio State University, where he formerly was a student.

E. P. Halline has been made bureau manager of the United Press at Detroit, succeeding Raymond Fagan, who will re-enter the daily newspaper field. Halline has been manager of the Des Moines bureau, where he is succeeded by I. I. Femrite, formerly bureau manager at Lincoln, Neb. Femrite has been relieved by L. L. Harrop, from the Chicago office of the United Press.

C. W. Harris, formerly on the staff of the Pittsburgh (Pa.) Chronicle-Telegraph, has been made manager of the Pittsburgh bureau of the International News Service.

Thomas Horgan, of the Boston bureau of the International News Service, is taking his vacation in Canada on a hunting and fishing trip. Herbert Caryl, of the Boston American, is taking his place.

WITH THE SPECIALS

THE C. L. Houser Company, New York, has been appointed sole advertising representative of the Ventnor (N. J.) News.

F. L. Bromley, of Binghamton, N. Y., has joined the firm of Howland & Howland, New York and Chicago newspaper representatives.

The E. Katz Special Agency has been appointed national advertising representative for the Longview (Wash.) News.

The E. Katz Special Agency is now representing the Eugene (Ore.) Register in the state of California, the business being handled out of the San Francisco office of the agency.

C. W. Bellis has joined the Chicago office of the S. C. Beckwith Special Agency as advertising solicitor.

F. L. Bromley has joined the New York office of Howland & Howland.

NEW PUBLICATIONS

THE Westfield Press, Inc., has begun the publication of a daily evening newspaper, the Westfield (Mass.) Journal.

The Old Orchard (Me.) Transcript published by the Old Orchard Publishing Company recently made its initial appearance. The company is incorporated with a capitalization of $10,000. Officers are: G. F. Hitchborn, president; Frank H. Libby, treasurer; Percy N. H. Lombard, clerk.

The LaSalle (Col.) Record began publication Oct. 18. C. J. Shepardson is editor and manager, and Martin E. Champie publisher.

NEW PLANTS AND EQUIPMENT

THE Cleveland Plain Dealer will install two new Hoe presses next spring to take care of increased production. The new presses will supplant three old presses and will be geared to print 36,000 32-page newspapers each per hour and will operate with five rolls of paper.

The Meridian (Miss.) Star has just completed the installation of four new model 14 linotypes. The Star has also remodeled its building.

The Fond du Lac (Wis.) Reporter has installed a new 20-page Duplex press.

SUSPENSIONS

THE Nogales (Ariz.) Democrat has suspended publication.

SPECIAL EDITIONS

MIAMI (OKLA.) NEWS, a November Sales Day edition, Oct. 31.

Calgary (Alberta) Albertan, a 50-page Harvest edition, Saturday, Nov. 3.

Santa Rosa (Cal.) Republican, a 34-page Fashion edition, Sept. 8.

Winnipeg (Man.) Free Press, a special 18-page supplement, Nov. 8, in honor of the 50th anniversary of the founding of the city of Winnipeg.

The Brockville (Ont.) Recorder and Times, a special number to mark the centenary of its foundation as a weekly newspaper and the 50th anniversary of its publication as a daily.

Urbana (O.) Democrat, a 32-page Farm Bureau edition Nov. 8.

Winona (Minn.) Republican-Herald, a 62-page "Farm Bureau" edition, Nov. 8.

Mankato (Minn.) Free Press, a 28-page Prize Sale Week edition.

CHANGES OF OWNERSHIP

THE ownership of the Alexandria Bay (N. Y.) Thousand Island Sun has been transferred from Martin & Collins, who for the past four years have been editors and proprietors, to William J. Cobey of Philadelphia and Curtis T. Martin.

Mitchell & Sons, owners of the Woodland (Wash.) Lewis River News, have purchased from D. D. Imus the Kalama (Wash.) Bulletin. Royce H. Mitchell has become the editor of the latter paper.

Guy L. Wetzel has taken over the management of the Port Orchard (Wash.) Independent, which he recently purchased.

Herschel Bullen has sold the Logan (Utah) Republican to James C. Allen, jr., and Edwin Bench.

Albert Whitney, who graduated last year from the School of Journalism at the University of Washington, has bought the Oak Harbor (Wash.) Island County Farm Bureau News from H. L. Bowmer and is publishing weekly.

Sale of the Chilliwack (B. C.) Progress to C. A. Barber and interests by Senator J. D. Taylor, managing director of the New Westminster (B. C.) British Columbian, has been announced.

L. T. Proctor, formerly of McRae, Ga., has bought a part interest in Jacksonville (Ala.) Argus, a weekly formerly owned by C. W. Walker.

Miss Lydia Hornbeck has purchased the Centerville (S. D.) Journal from O. W. Dingman and will take charge on Jan. 1.

The Omaha (Neb.) Western Star, Polish language paper, which was run by the late Thomas Koziol, will continue to publish. Father John Wieczorek is at present editing the publication.

A. L. Sherman, publisher of the Grant County (Wis.) Herald, has taken over the management of the Lancaster (Wis.) Teller from William Kuenemann, formerly of North English, Ia.

Joseph W. Kubler and D. Webster Davis, owners of the Custer (S. D.) Chronicle, have dissolved partnership and Kubler is now sole proprietor. Davis will continue with the paper as reporter.

The Walsh County Herald of Grafton, N. D., has been sold by Mrs. Grant E. Hager to Rilie R. Morgan.

The Saugus (Mass.) Herald, a weekly, has been sold by the Robert W. McKay Publishing Company to Arthur E. Starkey, of Lynn, who has been associated with McKay as editor for several years. Starkey formerly was superintendent of the composing room of the Lynn (Mass.) Telegram-News.

INDIANA

Indiana people receive millions of dollars from their land yearly

This list shows in part what Indiana receives from her crops.

Value of Corn	**$229,000,000**
Value of Wheat	**98,000,000**
Value of Hay	**53,000,000**
Value of Oats	**42,000,000**
Value of Rye	**7,000,000**
Value of Potatoes	**6,000,000**
Value of Tobacco	**5,000,000**

Figure that cattle, horses, sheep and hogs and other livestock are valued at $261,000,000 and then is it any wonder that the merchants of these towns are big distributors of goods?

It is no wonder that National Advertisers who link their merchandise to the local merchants, through these Indiana daily newspapers, cash in.

Indiana needs and deserves intensive co-operative cultivation.

Use this list of Indiana daily newspapers to win sales distribution and to popularize your merchandise.

		Circulation	Rate for 5,000 lines
††Decatur Democrat	(E)	3,186	.025
**Evansville Courier	(M)	26,864	.08
**Evansville Courier	(S)	33,443	.08
*Fort Wayne Journal-Gazette	(M)	26,279	.07
*Fort Wayne Journal-Gazette	(S)	31,008	.07
**Fort Wayne News-Sentinel	(E)	39,165	.09
**Gary Evening Post-Tribune	(E)	11,292	.05
**Indianapolis News	(E)	127,361	.23
**Lafayette Journal & Courier	(M) 7,415 (E) 12,360	19,975	.06
††La Porte Herald	(E)	4,124	.025
**Newcastle Courier	(E)	4,474	.025
**South Bend News-Times	(M) 9,676 (E) 11,987	21,663	.06
**South Bend News-Times	(S)	19,776	.06
**South Bend Tribune	(S) 18,909 (E)	20,293	.06
*Terre Haute Tribune	(E&S)	24,442	.06

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

WHAT

is the sure route to increased advertising revenue, greater prosperity and more prestige for 1924?

A Great Circulation Gain Before the Close of 1923.

8,340 NEW, paid-in-advance subscribers added to The Nashville Banner's circulation—and only two of the four periods of the campaign ended. One more proof of Hollister supremacy!

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Immediate Dates Available
Wire or write care of Nashville Banner

The Syracuse Herald
SYRACUSE, N. Y.

Is first in Syracuse leading the second paper by 2,158,316 lines for total advertising for 1922.
First in total; local; national lineages.

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.
280 Fifth Ave. N. Y. City — Steger Bldg. Chicago, Ill.
Globe Bldg. Boston, Mass.

FIRST IN PUBLIC SERVICE

The World
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World
Pulitzer Building, New York
Maller's Building, Chicago — Ford Building, Detroit

BUILDINGS,
PLANT LAYOUTS,
PRODUCTION,
OPERATION,

An organization specializing solely in newspaper building, manufacturing and production problems.

S. P. WESTON
120 West 42nd St. New York

ASSOCIATIONS

WILLIAM A. THOMSON, director of the Advertising Bureau of the A. N. P. A., who has been looking over conditions in the Northwestern States and Western Canada, addressed a meeting of advertising men in Vancouver on Oct. 26.

The monthly luncheon of the Six Point League was held at the Hotel McAlpin, Nov. 13, New York. Members heard President J. F. Finley announce that 16 new members had been added. Thomas H. Moore, associate director of the Bureau of Advertising, of the A. N. P. A., spoke of some of the recent work of his Bureau.

The New York Newspaper Golf Club held its annual gymnkhana at Van Cortland Park, Nov. 5.

The Wichita, Kan., Advertising Club gave an old time "barn dance," Nov. 6, as a means to raise money with which to send a large delegation to the district convention next February.

The first annual round-up of eastern district members of the International Editorial Association will be held in New York, Nov. 25.

Colonel A. C. Rogers, advertising manager of the Guardian Savings and Trust Company, has been elected president of the Cleveland Financial Advertisers' Association.

Donald Sterling has been elected president of the Portland (Ore.) Press Club. Other officers are: Clark Williams, first vice-president; E. N. Blythe, second vice-president; Tom Smart, third vice-president; F. D. McNaughton, secretary; E. A. Foss, treasurer. Directors are: O. C. Leiter, Pierce Cummings, James S. Sheehy, John Palmer, E. E. Smith and A. A. Anderson.

C. Norman Senior, Vancouver (B. C.) Sun, was elected president of the British Columbia Legislative Press Gallery at the annual meeting held on Oct. 30. Vic. E. Andrew, New Westminster (B. C.) British Columbian, was re-elected secretary. Other members of the gallery this year are: Major W. A. de Graves, D. S. O., Vancouver World; Bruce Hutchison, Victoria Times; Charles L. Shaw, Victoria Colonist; Ken Drury, Victoria Times, and M. D. B. King, Vancouver World.

The executive committee of the Nebraska Press Association, at a recent meeting at Lincoln, decided to hold the annual convention the last week in February, 1924, at Grand Island.

George M. Atwell of the Atwell Printing & Binding Company was the speaker at the meeting of the Business Editors' Association of Chicago on Tuesday, Nov. 13. His subject was "The Editor and the Printer."

The Publicity Committee of the American Photo Engravers' Association held a meeting recently in Chicago. Definite plans were made concerning the publicity and advertising campaign the Association will wage through a large number of trade publications. O. Kwett of the Northern Engraving Company of Canton, Ohio, is chairman of the publicity committee and will soon sign contracts for the space.

SCHOOLS OF JOURNALISM

DEAN M. LYLE SPENCER of the University of Washington School of Journalism, Seattle, announces the placement of the following graduates of the 1923 class: Helen Child, reportorial staff, Wenatchee (Wash.) World; Margaret Day, reportorial staff, Toppenish (Wash.) Tribune and Review; Marietta Upton, teacher of journalism, Centralia, Wash., High School; Alice Frein, secretary of the School of Journalism, University of Washington; Max Miller, reporter, Melbourne Herald, Australia; Harold Turnblad, Associated Press correspondent, Olympia, Wash.; Archie Watts, managing editor, the Olympia (Wash.) Olympian; George Astel, assistant advertising manager, Columbia Theater, Seattle, Wash.

The Press Club of the College of Secretarial Science of Boston University has elected the following officers: president, Margaret Ford; vice-president, Eva Smith; secretary, Dorothy Guild; treasurer, Florrie Anderson; representative to the student government, Prudence Mathews.

Clark H. Galloway, an instructor in journalism at Kansas University last year, is now advertising and publicity director for a public utility company in Omaha, Neb.

The Tacoma City College, conducted by the Y. M. C. A. of Tacoma, Wash., is conducting its third course in journalism under the direction of Roy A. McMillan of the Tacoma News-Tribune staff.

Ivan Benson, newly named instructor of journalism at the University of Kansas, was recently pledged to Sigma Delta Chi, professional journalism fraternity.

TEXANS ABANDON HOME PLANS

Veteran Editors Hold Annual Frolic and Change Admission Rule

(*By Telegraph to* EDITOR & PUBLISHER)

CORPUS CHRISTI, Tex., Nov. 15.—The question of what constitutes a veteran editor was threshed out here today when the thirteenth annual convention of the Texas Editorial Association, composed of the leading editors of Texas who have been in the newspaper business as writers or publishers for thirty years or more.

The question was raised when a recommendation was made that the membership test be reduced to twenty years, in order that a larger attendance at the meetings might be obtained. Following heated debate opponents of the measure arguing that lowering the limitation would render the chief distinction of the association no longer valid, the measure was adopted.

Proposals for raising funds for an old editors' home were abandoned when it was reported that there were poor prospects for obtaining the money for the purpose and the treasurer was instructed to return the pledges already paid to the donors.

NEW DAILY AT FLINT, MICH.

Daily Herald Company Incorporated for $50,000 Nov. 15

A new daily newspaper for Flint, Mich., was forecast in the incorporation at Lansing, Nov. 15, of the Flint Daily Herald Company with William H. McKeighan, former mayor, defeated in the last campaign for re-election, as one of the incorporators.

The company is incorporated for $50,000 in preferred stock and 5,000 shares of no par value stock nominally valued at $1 a share. The amount subscribed is $25,000 and 1,250 shares, $2,500 being paid in cash. The incorporators besides McKeighan are Leroy Mathew and John H. Caine. The Walsh building has been secured as the home for the new daily.

Scripps Goes to California

Robert Scripps, editorial director of the Scripps-Howard newspapers, left New York, Nov. 12, for Pasadena, Cal., where he plans to spend the winter. Mr. Scripps returned recently from a 10 months trip to the Orient, during which he visited Japan and China observing journalistic conditions.

N. Y. Proofreaders Organize

The New York Society of Proofreaders was organized recently in the rooms of the Brooklyn Press Club. About 100 proofreaders were present. The officers are: L. T. O'Gorman, New York Times, president; Andrew Burke, Post, George O'Neil, World, vice presidents; H. R. Dawley, New York Times, secretary; John F. Lane, Citizen, treasurer.

Leverhulme Sails for U. S.

Viscount Leverhulme, the English soap manufacturer, sailed from London, Nov. 14. He is to speak at a banquet of the Sphinx Club, New York, Nov. 20.

The Indianapolis News is different

The home delivered circulation of the News in Indianapolis exceeds that of the morning daily and the other evening paper combined.

The Indianapolis
NEWS

THE BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.

BOSTON AMERICAN

Can Your Mail List Costs Be Cut?

FROM $250 to $500 a year can be saved by publications with daily mail lists of as low as 2,000 subscribers by eliminating the "unnecessary costs" of handling the mail list and addressing publications.

Have you any "unnecessary costs"? What are they? How much do they amount to? Our Mail List Cost Sheet will enable you to answer those questions. Send for it today. It's FREE.

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
617-625 WASHINGTON BLVD.
CHICAGO

Business Is Fine In Baltimore

The Automobile Commissioner reports the sale of
1000 AUTOS EVERY WEEK

You Can't Cover Baltimore Without The Baltimore News and The Baltimore American

Ask for present-day facts on the Baltimore situation.

MARKET HOUSE
for all
WESTERN NEW YORK

Buffalo is the food distributing center for nearly a million people in the eight western counties of New York State. You can cover every section of this broad market effectively thru the BUFFALO EVENING NEWS *ALONE.*

A. B. C. Total Net Paid 119,754 September 30, 1923.

BUFFALO EVENING NEWS
Edward H. Butler
Editor & Publisher
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York, N. Y. — Lytton Bldg. Chicago, Ill.

A Special Opportunity To Buy a Stereotype Press

Due to the consolidation of The Evening Standard and The Daily Star at New Rochelle, N. Y., the undersigned, the owners of the Standard-Star have for sale,

A 20-PAGE HOE PRESS

Which is surplus equipment and will be disposed of as soon as possible. This is a 20-page Hoe Rotary Press, a superior machine in many ways and capable of turning out a fine product. It is in running operation daily and may be inspected by prospective purchasers at any time.

It has a capacity of 4, 6, 8, 10, 12, 16 and 20 pages of 8 columns, 12 ems. It will print 20,000 per hour of 4, 6, 8, or 10 pages inset, or 10,000 per hour of 12, 16 or 20 pages collect. With the press is also a stereotype equipment.

The equipment will be offered at an advantageous price to the purchaser. For further particulars call or address

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes — New Rochelle

PORTSMOUTH, OHIO
EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES
They cover South Central Ohio Completely.
Foreign Representative
ROBERT E. WARD, INC.
5 So. Wabash Ave. Chicago — 501 Fifth Ave. New York

4,500,000 Women
live within 50 miles of 5th Avenue. This paper carries more women's wear advertising than any other paper in New York.
NEW YORK EVENING JOURNAL

In New Orleans it's THE ITEM

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

A REAL live wire automobile dealer, located at Ogdensburg, N. Y., recently made an appeal to the farmers in the vicinity of his city that he would accept Dairymen's League Certificates of Indebtedness as partial payment on both new or used cars. Many farmers were glad to dispose of these certificates. The auto dealer likewise disposed of an unusual large number of automobiles. Incidentally, much newspaper advertising was used in broadcasting the message, which resulted in the local paper disposing of considerable space. Perhaps this idea could be used effectively elsewhere in New York State where farmers are members of this League or in any place where there are similar organizations. Try it.—George C. Marcley, Republican-Journal, Ogdensburg, N. Y.

One or two papers conducting voting or other contests in which coupons printed in the paper are used have solved the problem of complaining readers who find that newsboys or others have clipped the coupons from their paper before they received them. Instead of using coupons, under this plan, the title line and dateline of the first page are used, so that if they are clipped before being sold by a newsboy the purchaser will know it and can reject a mutilated copy.—John H. A. Kelly, 223 East Oak street, Norristown, Pa.

A number of people have been electrocuted and many injured by reason of carelessness in stringing aerials, the radio wires coming in contact with live electric light and power wires. Utility companies are issuing warnings to amateurs to use more care. Get them to run space ads with this warning.—Joe Carmichael, Director of Iowa Committee on Public Utility Information, Des Moines, Iowa.

With the rapid approach of Christmas a lot more of automobile accessory advertising may be obtained by selling the dealer the idea of urging people to "Give Something for the Car for Christmas." This will be a real help in the problem of selecting gifts for motorists that are different from the usual smoking jackets, slippers and gloves. A large number of manufacturers and distributors are urging the dealer to promote this idea, and the wideawake advertising solicitor should have no difficulty in selling an accessory page a week built around this idea and perhaps a number of good separate ads in addition.—Ivan L. ReVeal, Hoopeston, Ill.

Now is the time of year to plan for the Christmas business. Run a "The best gift I ever gave and the best gift I ever received" column, and offer nominal prizes for the most attractive letters. Some firms will be anxious to point out to your readers that these best gifts can be secured at their shops.—R. L. Lurie, Box 21, Grove Hall, Mass.

The advertising manager of an eastern Canada daily stimulated interest in the advertising columns of his newspaper, among the bakers of his territory, by arranging a bread, cake and pastry show. The show was free to the public and was held in a vacant store, secured at a nominal rental for one week, the duration of the show. Each of the baking concerns was privileged to submit a stipulated number of loaves, cakes and pies, etc., and in connection with the show the advertising manager produced a special section of his paper, known as the Bread, Cake and Pastry Section. The section consisted of eight pages. All of the bakers who participated in the show bought advertising space in the section.—W. McNulty, St. John, N. B., Can.

Old, odd advertisements sometimes found on the backs of antique furniture, if printed in facsimile, would make an arresting ad for a special display of antique or period furniture, so much in demand just at this time. The old wood type generally used is very unique and the wording quaint. If it is impossible to secure the original advertisements, a little research will bring out delightful possibilities in setting up an original ad for this sort of furniture, using reproductions of old wood cut illustrations and the old form of English spelling as well as type.—K. Cleary.

Following the suggestion of one of the local newspapers, an Ohio theatre began distributing copies of the night extra to its patrons at that time. The plan didn't interfere with the regular home circulation and also proved a good publicity move for the theatre.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Junk men grow rich. Some of them make house to house collections of furniture, etc., which householders have replaced, paying prices so low that many women would rather convert their unused tables, chairs, etc., into firewood than accept the second-hand dealer's offer. Many others, in desperation, take anything they can get. An enterprising newspaper can get good results by sending want ad solicitors from house to house for advertisements offering to sell such articles. The seller will get more by a sale in this way than the junk man offers, and the buyer will pay less than the second-hand man asks.—John H. A. Kelly, 223 East Oak street, Norristown, Pa.

One of the greatest problems of the small advertiser is to find some method whereby his advertising will not be buried by the copy of the large advertiser. A clothier in one small town solved this problem by co-operating with a shoe store in his neighborhood. They now run a joint ad, using space across the enttire eight columns of the paper and from 8 to 10 inches deep. When the shoe store features boys' shoes, boys' clothing is featured, and conversely, men's clothing with men's shoes. Perhaps advertising men meeting with similar situations might adjust them in a like manner.—H. E. Runner, Hackensack, N. J.

Dollars won't be pulled consistently with EDITOR & PUBLISHER'S Dollar Pullers unless the suggestions are filed for future use. One advertising manager is clipping them all and arranging them in the form of a suggestion calendar. Seasonal ideas are put in their proper place. For instance, an idea for boosting Christmas advertising is filed late in November in the suggestion calendar. Miscellaneous or all-year suggestions are filed according to the merchandise they concern. That advertising manager isn't missing a chance to score.—Frank D. Hicks, University of Iowa, Iowa City, Iowa.

A "Truth Campaign" to give a complete understanding of the druggist and how he serves, strongly urging the public to "Try the drug store first," has been sold by the New Orleans Item. A full page each Sunday and a third page each Friday are to be used for a year, with names of dealers backing the campaign financially appearing.—James M. Mosely, 39 E. Concord St., Boston, Mass.

MILWAUKEE
is the ideal try-out market. Representative in size—not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—
The Milwaukee JOURNAL FIRST—by Merit

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY
They are best covered by the
Topeka Daily Capital
TOPEKA, KANSAS
Only Kansas Daily with a General Kansas Circulation
Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.
Supplies market data—does survey work—gives real co-operation.
Arthur Capper
PUBLISHER
MEMBER A. B. C.—A. N. P. A.

"The African World" AND "Cape-to-Cairo Express"
Published every Saturday in London.

EVENING HERALD
Los Angeles, Calif.
Gained 20,347 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

MOST NEWS
The largest morning daily circulation in Pittsburgh
The Pittsburgh Post
MORNING AND SUNDAY
Daily Circulation 118,000
Sunday Circulation ...175,000
Member A. B. C.

INSURANCE COMPANIES ALIVE TO ADVERTISING

Chauncey Miller Says "Tombstone Ads" Have Passed—Future Copy to Be Instructive—Tells of St. Louis Meet

Insurance companies of the United States have waved final farewell to the "tombstone ad" and will soon become prominent advertisers of the nation, making large use of daily newspapers and other advertising media, in the opinion of Chauncey S. S. Miller, of the North British & Mercantile Insurance Company, Ltd., New York, chairman of the membership committee of the Insurance Advertising Conference, of the Associated Advertising Clubs of the World.

The Conference held its first semi-annual meeting at St. Louis, Mo., last month. At the meeting 54 fire, life, and casualty insurance companies were represented. The membership of the Conference, according to Mr. Miller now numbers more than 100, with applications for membership continuing to come in.

Mr. Miller, in an interview with a representative of EDITOR & PUBLISHER, explained the gradual formation of the Insurance Advertising Conference, its purpose, and present aims, declaring he was "amazed" at the progress already made in the advertising departments of insurance concerns.

"And the 'tombstone ad' is now really a thing of the past," he emphatically declared. "Copy, which will hereafter be prepared by the larger insurance companies, will be concerned with increasing the popular knowledge of the business. All mystery will be taken out of insurance.

"The insurance companies, to be sure, are today still where the banks were eight years ago. We are slowly following the financial group. It won't be long before we are in the class with the banks."

Mr. Miller told how the Insurance Advertising Conference was formed.

"Representatives of the advertising departments of the larger insurance companies of the east commenced meeting informally a few years ago.

"We would meet at the Union League Club, New York. The interchange of ideas proved very profitable, and we decided to enlarge.

"For the first semi-annual meeting we chose St. Louis, holding sessions there Oct. 22 and 23. We did this because we wanted to interest the great insurance companies of the middle west. We went to their very doorstep, in order that they should have no excuses for not attending.

"Use of newspapers as advertising media is coming, slowly, perhaps, but inevitably."

The insurance companies, which showed their awakened interest in advertising by having exhibits in St. Louis were: Insurance Company of North America, Western and Southern Life Insurance Company, Automobile Insurance Company, Aetna Associated Companies, Phoenix Mutual Life, Equitable Life, Federal Surety Company, Fidelity and Casualty Company, American Insurance Company, Bankers Accident, Fidelity Mutual, Michigan Automobile, Equitable Life of Iowa, Great Western Life, Fidelity and Deposit, Maryland Assurance Corporation, Maryland Casualty, Missouri State Life, Home Fire, Imperial Life, Hartford Fire, North British and Mercantile, Pennsylvania, Commonwealth, Mercantile Insurance Company, Commercial Union, Palatine Insurance Company, California Insurance Company American Mutual Liability, Connecticut General.

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Buy This Press and Save Money.
Babcock Optimus used but little. Takes sheet 25x38. Perfect condition. Will ship complete with motor and overhead shafting for $2,500. Cost new, $4,000. Act quickly on this bargain. The Cobleskill Times, Cobleskill, N. Y.

For Sale
Due to merger, two models 5 and one model 9 linotype machines in excellent condition. Price and terms reasonable. Standard-Star, New Rochelle, N. Y.

For Sale.
On account of change of size we have for sale 31 reams 18x23 West India Tissue, 8 reams 18x23 20 pound Red Rag, 4 reams 80 pound 18x23 blotter, price one-half of market. Morning News, Savannah, Ga.

Kelly Press Cheap.
We have for sale a Kelly Press with extension delivery, A. C. Motors and all attachments which cost us new $4100 two years ago. Must make room for growing newspaper and will sell at $2,950 on board cars. Guaranteed to be in A-1 condition. Will take sheet 17x22 inches, is automatically fed and delivers 3,500 impressions per hour. A money maker for your job room. Address The Cobleskill Times, Cobleskill, N. Y.

Newspaper Web Presses.
No. 450—Hoe Right Angle Quad, 32 pp., with complete new stereo. equipment.
No. 396—Goss Straight-Line Quad, 32 pp.
No. 433—Scott 24-page, 3 deck press.
No. 454—Hoe 20-page single roll press.
No. 440—Goss 16-page press, two deck.
No. 66—Hoe 12-page single-roll press.
No. 428—Cottrell 8-page "U" press.
No. 427—Goss half-tone color web press.
No. 457—Campbell Multipress, flat-bed web.
No. 241—Cox Duplex flat-bed press (in Canada.)
No. 468—Goss Comet flat-bed web press.
For details address Baker Sales Co., 200 Fifth avenue, New York.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

For Movie Fans

ARE THERE ANY QUESTIONS?
Let Your Film Fans Ask
GLADYS HALL
in her "Diary of a Professional Movie Fan."
Metropolitan Newsp. Svs., 150 Nassau, N. Y.

Humor

CHRISTMAS IS COMING
Start the Weekly Humorous Articles of
STEPHEN LEACOCK
with "My Ideal Christmas."
Metropolitan Newsp. Svs., 150 Nassau, N. Y.

Colyums

DAILY CHIT CHAT
Standard Feature Service,
606 Eastern Ave., Janesville, Wis.

Comic Strips

FAMOUS FANS—in 3 col.; great stuff.
KIDDIE KAPERS—in 2 col.; real kids.
Columbia Newspaper Service, 799 B'way, N. Y.

Fiction

STORIES
Constance Edgerton
606 Eastern Ave., Janesville, Wis.

Fiction

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors
Service for Authors, 33 West 42d St., New York

Humor

THE THIRTEENTH GIRL
5,000 words
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Photo News Service

SEND US YOUR NEWS AND FEATURES pictures. We pay $3 and $5 for each accepted.
Kadel & Herbert,
153 East 42d St., New York City.

Sport Review

THE NEW YORK HERALD
Great Annual Sport Review
Edited by the New York Herald Experts, headed by W. O. McGeehan. 57 orders already booked for this year as repeats, 10 since last week.
Wire your order today.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

SUPPLIES & EQUIPMENT

For Newspaper Making

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Composing Room Steel Equipment

We manufacture in steel everything in the way of equipment for the composing room, such as Makeup Tables, Galley Dumps, Correcting Banks, Type Cabinets, Galley Cabinets, Pressed Steel Galleys, Portable Page Trucks, etc., etc. Write us when in the market.

Chicago Metal Mfg. Co.
3724 So. Rockwell Street
Chicago, Ill.

Cline-Westinghouse Double-Motor Drive with full automatic push button control.

USED BY THE
SEATTLE STAR
Seattle, Wash.
We refer you to them for their opinion.

MAIN OFFICE
Fisher Building
343 S. Dearborn St.
CHICAGO

EASTERN OFFICE
Marbridge Building
Broadway at 34th St.
NEW YORK

FOR SALE
1 Goss Comet flat bed press prints, 4, 6 or 8 pages.
Available for quick delivery. Write or wire for price.
Walter Scott & Co.
PLAINFIELD, NEW JERSEY
CHICAGO 1441 Monadnock Block
NEW YORK 457 Broadway

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First—Progress Always

We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET
NEW YORK CITY
No. 7 Water Street Boston, Mass. — Tribune Building Chicago, Illinois

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

GOSS
SERVICE
Repair Parts for every Goss Press or Stereotype machine are carried in serially numbered stock bins at our Chicago Plant.
Orders are shipped immediately—including those received by the "man on watch" nights, Sundays and holidays.
This service has no parallel in the industry. How vital it is, our customers keenly appreciate.
The GOSS PRINTING PRESS CO
1535 S. Paulina St. Chicago

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unempoyeld one insertion (adv. not to exceed 50 words) FREE.

An Editor
With New York and small town training, 26, Columbia graduate, exceptional editorial writer, authority on make-up and good journalism, is available for publisher in town up to 75,000 who wants to build up prestige, quality and circulation. Thorough newspaper man; good headline, news and feature writer; knows news and news sources, and can guarantee a first-class newspaper at a moderate salary. Congenial, live, hard-working. Send paper for critical review; also all details of town and proposition. Russell, 133 West Fourth street, New York, N. Y.

Capable Circulation Man,
now with one of the largest newspapers in America, will make suitable changes to live in smaller city. Understand all phases of circulation work. Carriers, dealers, newsboys, country agents, mail subscriptions and office detail. Salary $5,200 per annum. Box C-749, Editor & Publisher.

Chain Papers.
Man who conducts a daily column of comment on world affairs wants to get in touch with publisher of chain of papers. Column is tested and is an interest builder. Write C-721, Editor & Publisher.

Circulation Manager
Able to produce results under trying and adverse circumstances. Practical experience proves qualification, not a beginner. Will consider city or country circulator. No objection to location or size of city. Address Box C-777, care Editor & Publisher.

Circulation Manager.
Twenty-two years' experience with a practical working knowledge of the business from every angle. Expert in organization and promotion work. With ability to execute the most exacting demands of the position. C-506, Editor & Publisher.

Circulation Manager,
age 35, qualified by years of practical experience, understands every angle of circulation work. Now directing entire circulation department on newspaper in city of 100,000. Available after reasonable notice to present employers. Strong credentials will prove ability. Location or size no object. Address C-762, Editor & Publisher.

Circulation Manager
Do you want more circulation in your trading radius? I can get it for you. I served in every position from carrier boy to assistant city circulation manager of Indiana's greatest newspaper. I was circulation manager of the other evening paper in same city for three years. Since 1919, I have been city circulation manager of the Northwest's greatest newspaper. Address Box C-771, Editor & Publisher.

Circulation-Promotion-Manager
Live wire, result producer. Will promote and maintain staple circulation against all opposition. Personal reasons for desiring change. Address Box C-773, care Editor & Publisher.

College Man
seeks position as reporter with small town daily offering opportunity for advancement. Willing to start at bottom and work way upward. Writes good, clean copy, available at once. C-754, Editor & Publisher.

Deskman,
Capable, excellent record, seeks opening as telegraph editor. Address Box C-752, Editor & Publisher.

Does This Training
and experience interest you? Two years in advertising department of paper in city of 300,000, twelve years in editorial department of same paper four years as Chamber of Commerce secretary, one year as secretary of world wide business gathering, partly governmental. Now at liberty. C-744, Editor & Publisher.

Journalist
wishes position with large news agency or newspaper. Has wide experience in America and Europe. For past five years has been working as foreign correspondent, covering all important events. Will accept position either in America or abroad. Age 36. Address Box C-774, care Editor & Publisher.

SITUATIONS WANTED

Experienced Newspaperwoman,
University graduate, wishes reportorial or desk work; $35; references. Write or wire Bessie Marks, 3431 Independence avenue, Kansas City, Missouri.

Head of Former
New York Globe reference room, several years' continuous experience reading and filing national and international news, wishes to connect with newspaper, publication, advertising or commercial house. Any organization with such a department will find my work of unquestionable value. Highest New York references. Viola Joy Layton, C-772, Editor & Publisher.

Managing Editor
large Southern daily, excellent reputation as executive, valuable experience, who can satisfy exacting publisher as to executive ability, desires opportunity on afternoon newspaper. Not interested in offers from morning publications. Will welcome opportunity to build up newspaper that has proper prospective field behind it. Address Box C-765, Editor & Publisher.

Newspaper Man Seeks Position
with large city daily. Experience as reporter, copy reader, rewrite or feature writer. Best references. Graduate School of Journalism. Address Box C-740, Editor & Publisher.

Practical Printer,
employed days, seeks work few hours evenings as assistant to publisher or editor. Capable of reading, revising, makeup, ad layout, etc. Box C-768, Editor & Publisher.

Publicity Man
very well connected with leading New York newspapers, wide experience, wishes to get in touch with firm desiring his services. Best references furnished, together with published articles. Experience includes newspaper work, theatrical enterprises, etc. Age 36. Address Box C-775, care Editor & Publisher.

Young Married Man
seeks position as circulation manager on evening paper. Prefers Ohio, Michigan, Indiana or Illinois. Best of references; thirteen years' experience. Box C-756, Editor & Publisher.

University Graduate,
age 23, with general all 'round newspaper experience in news reporting, feature writing, and school department work wants a job! South or East preferred. Address Box C-767, care Editor & Publisher.

Young Married Man,
33 years old, seeks position as circulation manager in city not less than 150,000. Started newspaper career in 1908. Best of references. Salary $5,000 per annum. Box C-757, Editor & Publisher.

BOOKS, ETC.

6c A WORD for advertisements under this classification. Cash with order.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Manager.
Wanted for daily newspaper in Ohio. Young man with ability to write and sell. Must be able to teach his staff to produce also. Give all information in first letter and state whether now employed, salary desired, etc. Write Box C-763, care Editor & Publisher.

Advertising Salesman
whose experience has been on newspapers of 10,000 or more circulation. Must be able to write good copy for general stores. $50 weekly. State extent of experience and when you can come. Bayonne Times, Bayonne, N. J.

Circulation Manager Wanted
for Canadian city of 60,000. Morning and evening editions about 40,000 copies, former country, latter city circulation. Canadian preferred. Must have experience in situations of approximately same character, references and detailed statement of previous occupation, capable of being checked up required. Apply to C. F. Crandall, British United Press, 171 St. James street, Montreal.

Foreman Wanted
Must be combination machine and floor man, good conditions, union, four machines, morning paper, $50 to start. Address Box C-766, care Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

For Sale—
Controlling interest in established morning daily. Paid circulation 2,400. Apply W. W. Minton, Goldsboro, N. C.

For Sale.
Half or whole interest in daily newspaper in growing medium sized city on Pacific Coast. Doing fine business of approximately $100,000 a year. $15,000 to $30,000 cash required. Address C-755, Editor & Publisher.

$250,000 Midwest Daily
Excellent community. Advertising alone $250,000 annually. Profitable and business growing. Wire National Newspaper Bureau, 203 South Dearborn St., Chicago.

PRINTS BIBLE SERIALLY

Topeka Journal Will Continue Daily "Newspaper" Translations

The Topeka (Kas.) State Journal has announced that it will continue to print the entire Bible in a continued story form after a year of successful printing of the new testament in serial form.

The compilation as published in the Journal was written by Dr. Charles M. Sheldon, well-known Topeka minister. Dr. Sheldon is editor of the Christian Herald in New York.

The new serial is to be known as "The Everyday Bible" and Arthur J. Carruth, Jr., manager of the Journal, declares that "it is really a busy man's Bible, told in an interesting form."

Continuing on the new serial Carruth said:

"This form of the Bible is designed for the newspaper reader who has not the time, nor perhaps the inclination, to read the Bible in its entirety.

"The printing of the new testament in serial form has aroused interest all over the English speaking world. We have letters from every state in the union; from many parts of Canada, from Australia and from England. Several British newspapers not only inquired about the success of the new undertaking but indicated their intention of adopting a like plan. A number of newspapers in the United States has also taken up the serial.

"Our publication of the new testament will be completed next month. We have used a 'newspaper English' version and are convinced that our readers have taken a tremendous interest in the plan."

Ashland Journal Becomes Daily

The Ashland (Wis.) Journal has changed from weekly to daily. W. C. Kautenburg is the proprietor and managing editor.

BUSINESS BUREAU SUED

Brokers Ask $75,000 Damages from St. Louis Group

Suit for $75,000 damages was brought Nov. 9, by Leo F. Speck and H. E. Harberding, doing business as L. J. Jerome & Co., stock brokers, against the Better Business Bureau of St. Louis, an adjunct of the Advertising Club of St. Louis, and H. W. Riehl, manager, and Arthur J. Freund, attorney for State Finance Commissioner Millspaugh, and W. H. Schlueter and August Vollmer, Jr., clients of the Jerome Company.

The permit of the brokerage firm to deal in securities was suspended by the finance commissioner on Oct. 31, last, after he had received complaints against the company from the Better Business Bureau. Schlueter and Vollmer had also filed suits to recover money paid on stock deals alleged to be violations of the Missouri "blue sky" law.

The petition of the Jerome company alleges that the business bureau is an organization of certain "bands or cliques of bankers, brokers and investment promoters, to encourage the purchase of certain stocks and securities in which the members are interested." It also alleged that the duties of the manager are to "spread propaganda, act as press agent and supply stories such as those published about the company's business. The organization sets itself up as an organization to protect innocent stockholders, but in reality it is a sham and a combine to control the sale of securities."

"Libel suits of this character are to be expected as a result of the work that the Better Business Bureau of the Advertising Club of St. Louis performs from day to day in the protection of St. Louisians from those who seek individual profit through deception and misrepresentation," said Riehl, manager of the Better Business Bureau in a statement.

"The Better Business Bureau is steadfast in its purpose to protect the public against such practices and refuses to be turned aside by suits of this character. In this particular case we have ample evidence in our possession to protect every point of our position."

Palmer, De Witt & Palmer
Announce
the removal of their office
from 225 Fifth Ave.,
to Suite 1311, Borden Bldg.,
350 Madison Avenue
New York
on November 19, 1923.

Unusual Opportunities
Daily & Weekly NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES
YOUR EMPLOYMENT PROBLEM may be solved, without delay or expense, by making use of our 25 years' acquaintance in advertising and publishing field. Record of each applicant, given you in detail, has been certified by previous employers; incompetents and undesirables have been eliminated. Give us a chance to demonstrate the efficiency of our service.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

FRALICK & BATES Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES
New York .....154 Nassau St.
Chicago .....605 N. Michigan Ave.
Atlanta .....Candler Annex
Los Angeles .....Security Building

NEW YORK PAPER MEN MEET

Dr. Hugh P. Baker to Talk On Conservation at Carthage

Dr. Hugh P. Baker, executive secretary of the American Paper & Pulp Association, will give the principal address at the evening session of the annual fall meeting of the Northern New York division of the American Pulp and Paper Mill Superintendents' Association, at Carthage, N. Y., Nov. 17. Dr. Baker's subject will be "The Paper Industry and Conservation of the Forests of the East."

John H. O'Connell and Frank Wilder of the Diana Paper Company will have charge of this meeting. Many other prominent speakers will also deliver addresses on various subjects relative to the newsprint industry.

Business Bureau Secures Conviction

Fraudulent newspaper advertising resulted in a fine of $50 for Max Katz, treasurer of the Merchants Tire Company, Boston, after a conviction by a Suffolk jury. The indictment, brought by the Better Business Bureau, claimed that Katz advertised Fisk and Ajax tires for sale, asserting they were "stamped seconds, but perfect in every respect."

Witnesses from the Business Bureau and experts from the tire companies testified. The defendant had four witnesses who asserted that in their opinions the tires were perfect.

Do you know of a subject of more commanding interest than

Love, Marriage and the Modern Woman

Or of writers better qualified to discuss it than

Mary Roberts Rinehart,
Gertrude Atherton,
Mary Johnston,
Rupert Hughes,
F. Scott Fitzgerald,
Zona Gale,
Mrs. Gouverneur Morris?

Wire to

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau St., NEW YORK CITY

NEA COMICS NEA

"Adam and Eva"
"Doings of the Duffs"
"Everett True"
"Freckles and His Friends"
"Old Home Town"
"Out Our Way"
"Our Boarding House"
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We increase your Local Display 10,000 lines Monthly With Our Permanent Weekly Business Review Page
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HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

A SURVEY in New York City disclosed that 80 per cent of the divorces being granted at the rate of 300 a week by three judges of the New York Supreme Court are won by women and most of the women are either blonde or red-haired. If judges are unwilling to talk, the opinion of anyone is worth printing. It is suggested that the affections of light-haired girls cool quicker, perhaps their tempers warm more readily. Statistics do not tell. All that they say is that judges are signing decrees at the rate of sixty a day, five days a week. Any court will furnish an interesting article on this plane of American life.—L. J. Jellison, Times-Journal, Dubuque, Ia.

The magazines during the last year have published several articles on the feelings and difficulties of the deaf. A good Sunday feature article could be built up by interviewing some of the prominent deaf people of your city and getting their experiences and suggestions in regard to moving about the city and, especially, dodging the automobile. The teachers in schools for the deaf could supply other ideas. The same could be done with the blind, especially the veterans of the World War who were blinded and are now trying to make a living.—W. B. Norris, Annapolis, Md.

The city editor of an eastern Canada newspaper sent out his reporters in quest of opinions on the proposed embargo on pulpwood exportation to the United States. The reporters were instructed to buttonhole men and women, regardless of occupation. Ten of the interviews were printed each issue on the front page, the idea being featured, for two weeks.—W. McNulty, St. John, N. B., Can.

The Y. M. C. A., which had been doing a lot of good for the cause of humanity in a certain city, was just about to go broke and quit business for the lack of support from the public. Seeing the condition that this institution was in, the two daily papers of the town began to dig up the history of it. They published some very interesting stories of it, telling of the good it had done for the city and community. These articles aroused public sentiment, and the institution was saved from bankruptcy. If little success stories were published from time to time in the papers concerning such institutions, perhaps they would not become so financially embarrassed.—B. F. Clark, 101 West 15th Street, Hutchinson, Kan.

They say ducks are replacing turkeys as the favorite meat for Christmas dinners because of the increasing scarcity and consequent high price of the latter. Interview local butchers and raisers of the birds for facts. Is roast pig very popular? Trace origin of these Christmas dishes.—Frank D. Hicks, University of Iowa, Iowa City, Ia.

Did you ever wonder how the railroads ascertained when a steel rail was worn so much as to be dangerous and to know when to replace it? Did you ever wonder why high-speed trains do not jump the track at curves, etc. These and a few other subjects are also cause of speculation at times by readers. Why not satisfy your own and their curiosity by an interview with railroad men in that branch?—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

If your town is not too large you can clean up on all automobile accident stories by arranging with garagemen who have wrecking cars to report all accidents. They will be glad to do this if you mention their names as receiving the damaged cars.—C. H. V., 322 Decatur Street, Sandusky, Ohio.

"Who Is Teaching Your Child?" Under this heading, the Lorain (Ohio) Journal is printing a series of biographical sketches of teachers in the Lorain school system. The Journal finds this series is creating wide interest, and several letters asking for biographies of outside teachers in the territory covered by the Journal were received. The articles interest every family where there are children, and at the same time help to stimulate interest in the public schools. Children who hear there is something about "teacher" in the paper insist that their parents buy one so they can see it. A variation of this idea was successfully used by the Cleveland (Ohio) Press, which published a series of tabloid interviews with teachers in Cleveland and suburban schools, each dealing with school or news topics.—Walter L. Winn, The News, Cleveland, Ohio.

Does music cast the shadow of what is in the future? Frederick A. Stock, director of the Chicago Symphony Orchestra, believes so. He has just returned from Europe and predicts that the world is on the verge of another general war. He bases his deductions upon the character of new music, which is swift, hysterical and indefinable, the vivid coloring, frenzy and daring of new clothing worn by women, all indicating restlessness and to the point of manifesting the advent of a great tragedy. Interviews from musicians, dancers and psychologists make a fine, readable story. —L. J. Jellison, Times-Journal, Dubuque, Iowa.

What has your Chamber of Commerce done toward building up the industries of your city? How many plants have located in the city due to the activity of the civic body, say in the last five years? What growth have these plants attained since locating? How many people have they been instrumental in attracting to the town? A story on this would not only be a boost for the town and the Chamber of Commerce, but it would make interesting reading.—C. H. V., 322 Decatur street, Sandusky, Ohio.

Why don't men enjoy shopping as much as women? Why is it that a man will always get his sister, mother, wife or some other female to purchase even his wearing apparel—with the exception of necktie? Why does he draw the line on the necktie? What are the stores in your city doing to attract the men buyers? There are many phases to a story of this kind and it is possible that after its run the retail advertisers will use some of their space in direct letters to men readers. Clerks, managers and store owners will gladly talk on this subject—R. C. Bolton, Jr., 315 West 97th St., New York City.

"Marital Snags" is the title of a department that is proving popular in a Michigan newspaper. "What has been the greatest stumbling block to happiness in your married life and how have you overcome it? What was the dangerous rock on which your ship of matrimony almost went to pieces? Or perhaps it did go to pieces. Tell us why, and whether you think it might have been avoided. Tell us about it." This department appears once each week and is drawing many replies. One dollar is paid for each letter published.—Cyril E. Lamb, 309 Ballard street, Ypsilanti, Mich.

"The After House"
by
MARY ROBERTS RINEHART
is a
Thrilling Mystery Story, "Who Killed Vail?"

Released in 1200 Word Daily Instalments or for Weekly Use
Beginning November 26
Runs Five Weeks

Write for Samples

THE McCLURE NEWSPAPER SYNDICATE
Fourth Avenue, New York City

Cappy Ricks

Peter B. Kyne is writing a new Cappy Ricks story for us each week. Ask about it.

UNITED FEATURE SYNDICATE
A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York

America's Best Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

W. Charles Tanner's
CHRISTMAS PICTURE
Released Dec. 1st.
3, 4 & 5 col. sizes.

THE INTERNATIONAL SYNDICATE
212 Guilford Ave., Baltimore, Md.

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
11 Spruce St., New York

PENNSYLVANIA'S

AGRICULTURAL PRODUCTS

These products are produced by the people of Pennsylvania

231,000,000 tons of coal
61,000,000 bushels of corn
30,000,000 bushels of oats
56,000,000 pounds of tobacco
22,000,000 tons of hay
23,000,000 bushels of wheat
4,800,000 bushels of buckwheat

These products alone are stupendous enough to make any state a great state.

They all go into a receptive market where prices are high and the demand brisk.

Pennsylvania produces more than $500,000,000 of crops yearly and the agricultural development among the Pennsylvania Dutch is not equalled in any other section of the country.

Pennsylvania, industrially, is a veritable keystone state, and no one branch of industry can put the state out of the running as a commercial prospect.

Pennsylvania is a producer and with its workers comes a demand for merchandise of all kinds—and Pennsylvania's daily newspapers carry your message to these people.

The daily newspapers herewith listed furnish the mediums through which you can reach these people in their homes in the most efficient and economical way.

		Circulation	2,500 lines	10,000 lines
**Allentown Call	(M)	28,398	.09	.09
**Allentown Call	(S)	17,114	.09	.09
††Bloomsburg Press	(M)	6,990	.029	.029
*Chester Times	(E)	15,257	.055	.055
††Coatesville Record	(E)	6,097	.035	.03
**Connellsville Courier	(E)	6,006	.0179	.0179
††Easton Express	(E)	21,039	.07	.07
††Easton Free Press	(E)	12,711	.05	.05
††Erie Times	(E)	28,595	.08	.08
**Harrisburg Telegraph	(E)	39,537	.095	.095
††Johnstown Ledger	(M)	15,879	.05	.05
*Oil City Derrick	(M)	6,296	.035	.035
**Pottsville Republican and Morning Paper	(E&M)	13,715	.07	.06
††Scranton Republican	(M)	32,645	.12	.10
††Scranton Times	(E)	39,412	.12	.10
**Sharon Herald	(E)	5,861	.021	.021
††Sunbury Daily Item	(E)	4,302	.021	.018
*Warren Times-Mirror	(E&M)	8,115	.036	.036
**Washington Observer and Reporter	(M&E)	16,971	.06	.05
††West Chester Local News	(E)	11,057	.03	.03
**Wilkes-Barre Times-Leader	(E)	22,599	.08	.05
††York Dispatch	(E)	17,873	.05	.05
††York Gazette and Daily	(M)	17,360	.05	.05

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

The Evening Mail is Now One of the Two Big Class Papers In the New York Evening Field

Two class papers remain in the Greater New York evening field to meet the newspaper needs of the greatest and richest evening market in the world. One of these two is The Evening Mail.

Concentration

New York City offers advertisers supreme Concentration in Sales Territory, Population and Responsive Wealth as no other market on earth can. Within a circle 30 miles across are concentrated some 6,000,000 people whose enterprise and business earn for them almost four times as much as that earned by any other 6,000,000 people in America. (While New York's population is only about 5.6 percent of the country's total, its combined annual income is 18.9 percent of the total income for the country at large. —U. S. Census, 1920)

These two class-circulation evening newspapers now reach the active wealth and buying power of the Greater New York market. The Evening Mail, one of the two, has shown the remarkable gain of over 350,000 lines of advertising, net, during the past six months.

THE EVENING MAIL

NEW YORK, N. Y.

87th Year of Publication

Foreign Representative: Paul Block, Inc., N. Y.

THIS ISSUE, TWO SECTIONS:—HONOR-BOUND CENSORSHIP IS GREATEST MENACE. REVISED SURVEY AND SPACE BUYERS' CHART OF OHIO

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday

Vol. 56. No. 26. First Section | NEW YORK, NOVEMBER 24, 1923 | By Mail in Advance $4. U. S. A.; $4.50, Canada; $5, Foreign | 10c Per Copy

The Sporting Editor of The Chicago Tribune writes a letter to the Syndicate Manager—

Commending a new Chicago Tribune feature called, "My Half-Century in Baseball" by Charles A. Comiskey.

Mr. Arthur Crawford, Manager,
Chicago Tribune Syndicate,
Chicago, Ill.

My Dear Arthur:

I have just finished reading "My Half Century in Baseball" by Charles A. Comiskey as told to Hugh Fullerton. The series of eighty seven(87)articles will run daily and Sunday in The Tribune beginning on December 15, 1923.

I wish to say to you that it is the most interesting series of baseball or other sports articles I have ever read. The stories are short, the longest not running over two-thirds of a column. They are interspersed with humorous anecdotes that take the edge off an otherwise very serious set of experiences that only a man fifty years in the game could experience.

"Commy" begins by telling how the baseball bug bit him while he was yet in knee ppants, and gradually works up through the two baseball wars to his first break with Ban Johnson, President of the American League. He tells many intimate details of that feud, which later was patched up only to break again. It still exists and probably will until one of the two passes on.

The Old Roman describes minutely the 1919 baseball scandal, how he tried to run the disgrace to earth, only to be blocked by men, who he says should have helped him. Many things that never seeped through the walls of the Grand Jury rooms, where the "Black Sox" were indicted, are told in the series.

All in all, it is the greatest series of articles it has been my fortune to read, and I believe it will be snapped up by most sporting editors who have the privilege of accepting or rejecting it.

When Mr. Comiskey was broached on the subject of putting in print a history of his activities in the national pastime, he demurred and finally refused. It was only after repeated efforts that he was convinced he should permit publication.

When he finally decided to permit Mr. Fullerton to set down the facts, it was with the understanding that his share of the profits from the sale of the articles should go to charity, he to name the beneficiary at a later date.

The series will be in proof within a few days to receive the O. K. of Mr. Comiskey.

Cordially and Sincerely,
Frank Smith
Sporting Editor.

"THE OLD ROMAN"

"MY HALF-CENTURY IN BASEBALL"

87 Articles—Beginning Dec. 15—**By Charles A. Comiskey**

THE CHICAGO TRIBUNE NEWSPAPER SYNDICATE

Tribune Plant, Chicago | 25 Park Place, New York

THE SOUTH

	Circulation	2,500 lines	10,000 lines
ALABAMA			
*Birmingham Age-Herald (M)	29,113	.08	.08
*Birmingham Age-Herald (S)	33,721	.10	.10
†Birmingham News (E)	72,593	.15	.15
†Birmingham News (S)	79,210	.15	.15
Mobile News-Item (E)	10,392	.05	.05
Mobile Register (M)	21,264	.07	.07
Mobile Register (S)	32,715	.085	.086
*Montgomery Journal (E&S)	17,446	.06	.06
FLORIDA			
**Florida Times-Union, Jacksonville..(M&S)	36,159	.09(.10S)	.09(.10S)
Pensacola News (E)	4,750	.03	.03
Pensacola News (S)	6,100	.03	.03
†St. Petersburg Independent (E)	5,420	.03	.03
*Tampa Times (E)	14,009	.05	.05
*Tampa Tribune (M&S)	22,411	.07(.08S)	.06(.07S)
GEORGIA			
††Augusta Herald (E)	13,438	.05	.05
††Augusta Herald (S)	13,438	.05	.05
**Macon Telegraph (M)	25,422	.07	.07
**Macon Telegraph (S)	26,350	.07	.07
†Savannah Morning News (M&S)	21,227	.055	.05
KENTUCKY			
**Lexington Leader (E)	17,761	.05	.05
**Lexington Leader (S)	17,827	.05	.05
††Paducah Sun (E)	7,920	.03	.03
NORTH CAROLINA			
††Asheville Times (E)	8,969	.04	.04
†Asheville Citizen (M)	12,978	.045	.045
†Asheville Citizen (S)	11,720	.045	.045
**Greensboro Daily News (M)	21,530	.07	.06
**Greensboro Daily News (S)	29,308	.07	.07
**Raleigh News and Observer (M)	26,423	.06	.06
**Raleigh News and Observer (S)	30,943	.06	.06
*Winston-Salem Sentinel (E)	13,653	.05	.05
SOUTH CAROLINA			
**Columbia State (M)	23,236	.06	.06
**Columbia State (S)	24,286	.06	.06
Greenwood Index Journal (E&S)	4,185	.025	.025
Spartanburg Journal (E)	4,165	.04	.04
Spartanburg Herald (M) 5536 (S)	7,156		
TENNESSEE			
**Chattanooga Times (M)	24,058	.07	.07
**Chattanooga Times (S)	24,145	.07	.07
††Nashville Banner (E)	47,738	.10	.10
††Nashville Banner (S)	47,782	.11	.11
VIRGINIA			
*Alexandria Gazette	3,900	.025	.025
**Bristol Herald Courier (M&S)	8,714	.04	.04
**Danville Register and Bee (M&E)	12,952	.05	.05
Newport News Times-Herald (E)	9,041	.05	.05
Newport News Daily Press (S&M)	6,051		
**Roanoke Times & World-News (M&E)	23,984	.07	.06
**Roanoke Times (S)	16,876	.07	.06
††Staunton News-Leader (M), Leader (E)	6,292	.03	.03

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.
** A. B. C. Statement, Sept. 30, 1923.
†† Government, Sept. 30, 1923.

A Land of Opportunity for the National Advertiser

The South through hard endeavor has brought about a condition through which prosperous agricultural resources in timber and mining, enormous increases in the production of its mines, live stock industry, fishing and oystering, and manufacturing has opened a most fertile field for National Advertisers for practically every class of necessity and luxury.

The possibilities and opportunities are increasing every day.

The South wants and needs the most modern type of household equipment, labor saving agricultural implements and office and factory economy devices.

The buying power of the South rests on a firm foundation of wealth which cannot be rocked by the faults of any one individual line endeavor.

There is more room and opportunity for development of all industry in the South than in any other section of the United States.

The South bids a cordial welcome to advertisers who believe in the stability of a market which, once secured, sticks, to advertisers who seek opportunity and to advertisers who believe in cultivating good will and sales in the home.

CLEVELAND
—the Financial Giant!

The Banking business in this country has shown a phenomenal growth in the last decade. Since 1914 the number of banks in this country has increased from 26,800 to more than 30,000, and their deposits from 19-billion to 38-billion dollars.

The estimated wealth of the nation in 1914 was 187-billion, while today it is nearly 350-billion. Business is now done on a larger scale and at a more rapid pace, resulting in the necessity for greater recourse to banking facilities.

The West is increasing in banking leadership. In 1914 there were but four Western banks listed among the 25 Largest Banks, with 15.8 per cent. of the total deposits. In 1923 there are *six* Western banks with 20.3 per cent. of the deposits.

While New York has held its own as the location of the majority of our big banks, Boston now has but two, Philadelphia *none*, Detroit *none*, the Pacific Coast two, Chicago two, while

CLEVELAND NOW HAS *TWO* OF THE FIRST 25 BANKS!

Our 25 Largest Banks in 1914

	Deposits
1. National City Bank, New York	$260,700,000
2. Guaranty Trust Co., New York	211,100,000
3. Continental & Coml. Natl. Bank, Chicago	155,700,000
4. Bankers Trust Co., New York	140,400,000
5. National Bank of Commerce, New York	134,100,000
6. Chase National Bank, New York	126,200,000
7. Farmers Loan & Trust Co., New York	115,300,000
8. First National Bank, New York	108,800,000
9. First National Bank, Chicago	108,100,000
10. Central Trust Co., New York	103,400,000
11. National Park Bank, New York	102,700,000
12. Hanover National Bank, New York	98,400,000
13. Illinois Trust & Savings Bank, Chicago	93,900,000
14. Mechanics & Metals Natl. Bank, New York	89,200,000
15. Old Colony Trust Co., Boston	87,100,000
16. National Shawmut Bank, Boston	86,900,000
17. Corn Exchange Bank, New York	82,200,000
18. Equitable Trust Co., New York	75,500,000
19. First National Bank, Boston	75,500,000
20. American Exchange National Bank, N. Y.	63,400,000
21. United States Trust Co., New York	62,900,000
22. Columbus Trust Co., New York	62,200,000
23. Union Trust Co., New York	60,200,000
24. Philadelphia National Bank, Philadelphia	58,700,000
25. First Trust & Savings Bank, Chicago	57,500,000
Total	$2,620,100,000

Our 25 Largest Banks To-day

	Deposits
1. National City Bank, New York	$756,700,000
2. Guaranty Trust Co., New York	491,900,000
3. Chase National Bank, New York	466,300,000
4. Natl. Bank of Commerce, New York	426,600,000
5. Continental & Coml. Natl. Bank, Chicago	379,800,000
6. First National Bank, New York	325,200,000
7. Bankers Trust Co., New York	312,100,000
8. Equitable Trust Co., New York	270,500,000
9. Irving Bank-Columbia Trust Co., New York	262,900,000
10. Mechanics & Metals Natl. Bank, New York	252,200,000
11. Bank of Manhattan Co., New York	240,300,000
12. Central Union Trust Co., New York	239,100,000
13. First National Bank, Chicago	231,800,000
14. Bank of Italy, San Francisco	229,800,000
15. Union Trust Co., Cleveland	**224,300,000**
16. Corn Exchange Bank, New York	214,100,000
17. Chatham & Phenix Natl. Bank, New York	179,000,000
18. First National Bank, Boston	175,500,000
19. Hanover National Bank, New York	170,100,000
20. National Park Bank, New York	167,800,000
21. Security Trust & Sav'gs Bank, Los Angeles	163,000,000
22. New York Trust Co., New York	160,100,000
23. Cleveland Trust Co., Cleveland	**155,300,000**
24. American Exchange Natl. Bank, New York	153,600,000
25. National Shawmut Bank, Boston	137,400,000
Total	$6,785,400,000

In addition to the $379,000,000 deposits in Cleveland's two banks mentioned in the Table, there are over $380,000,000 deposits in the other Cleveland banks, making a total of $725,000,000, or $95 per capita.

The reason for Cleveland's financial supremacy compared with *other and larger* American cities confronts every observer—in the obviously *greater diversity* and number of her manufacturing establishments.

Cleveland has every requisite for a much greater development of the VOLUME MERCHANDISING for which the City already is justly famous—ample banking facilities; 200,000 men and women who are steadily employed and earning high wages; enterprising merchants and the PRESS—Cleveland's leading contact between EVERY-class advertiser and ANY-class home.

The Press
First in Cleveland
A SCRIPPS-HOWARD NEWSPAPER
—including the Scripps-McRae League

National Representatives
ALLIED NEWSPAPERS, Inc.
52 Vanderbilt Ave., New York

CHICAGO
CLEVELAND
CINCINNATI

ST. LOUIS
SAN FRANCISCO

Suggest Automobiles for Christmas Gifts in

Philadelphia

3rd Largest Market in the United States

New cars are in constant demand and make splendid Christmas gifts from "Dad" to the family.

Philadelphians are more than ever interested in automobiles because the city proper is bigger and autos are coming into their own as a means of town transportation.

All about the city there are many attractive suburbs with good roads to and from the city; the progress of work on the new Delaware River bridge linking Philadelphia with New Jersey's many suburban towns has speeded up real estate and automobile buying.

The biggest proportion of the million automobile licenses granted in Pennsylvania is in the Philadelphia district, while New Jersey's allotment to Philadelphians who live outside Philadelphia is also large.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending September 30, 1923—503,368 copies a day.

NEW YORK
814 Park-Lexington Bldg.
(46th St. & Park Ave.)

CHICAGO
Verree & Conklin, Inc.,
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.,
117 Lafayette Boulevard.

SAN FRANCISCO
Harry J. Wittschen,
Verree & Conklin, Inc.,
681 Market St.

LONDON
Mortimer Bryans,
125 Pall Mall, S. W. 1

PARIS
Ray A. Washburn
5 rue Lamartine (9)

(Copyright, 1923—Bulletin Company.)

Total Circulation of This Issue: 6,900

EDITOR & PUBLISHER

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Charter Member Audit Bureau of Circulations.

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Vol. 56 NEW YORK, SATURDAY, NOVEMBER 24, 1923 No. 26

HONOR-BOUND CENSORSHIP IS GREATEST MENACE

Press Must Free Itself From Manacles of Diplomatic Confidences Before Truth in International Affairs Can Be Reached—Try Peace By Publicity, Ferguson Urges.

By FRED S. FERGUSON

EDITORIAL NOTE.—Mr. Ferguson is the vice-president of the United Press Associations in charge of news and represented that organization at the Peace Conference. He addressed the Indiana Intercollegiate Press Convention meeting at Indianapolis on November 10 on the subject of "Censorship by Conference." The contribution that follows was written at the invitation of EDITOR & PUBLISHER and comment on the subject is invited from other newspaper men.

EVERY time the United States is drawn nearer another international conference, the American press comes closer to an inevitable struggle that is awaiting—the struggle for the full truth in international affairs—the truth, free from the manacles of direct censorship, and an even more difficult barrier—censorship of confidences.

FRED S. FERGUSON

Peace by war has failed.

Peace by the 1918 Versailles brand of open diplomacy has failed.

Peace by the 1921 Washington brand of open diplomacy has failed.

But, peace by publicity has not yet been given a trial.

Censorship still is to be found in some of the European countries. There still are government-subsidized news agencies. These elements are bad enough but the censorship that has been, and still is being exercised, by government leaders and diplomats—our own as well as those abroad—is, perhaps, as much as either of these, responsible for damming the streams of truth. This is the censorship of confidences.

European and Washington correspondents are well acquainted with the formula. A question is asked. The statesman then acts as editor, if it may be so termed, and decides whether the information that would be forthcoming in response to the question should be permitted to reach the public. He then says, "I will reply to that question, but strictly for your own information. Nothing must be published."

Thus the blue pencil of censorship is wielded before the correspondent has his answer. His lips are sealed in advance. The spokesman knows he is absolutely safe. Observance of confidence is written high in the newspaperman's code of honor. It always has been, and it always will be. But as men in public life pay tribute to this quality that is a tradition in journalism, isn't it well for them to give consideration to the possibility that they themselves may, at times, abuse it?

On matters affecting the peace of nations, the life and happiness of millions, or even upon matters of purely domestic import but which touch upon public welfare, have they the right to impose confidences?

Isn't it likely that better results in international conferences might be attained if the full story were permitted as the negotiations were in progress, if all movements and causes back of the scenes might be revealed to the public which, in the end, is the most interested party?

There probably would be a shortage in the output of books, magazine or newspaper articles, published after conferences had failed, telling the "inside" of why they failed, but there might be such an astounding thing as a successful conference, rendering workable decisions and these decisions supported by the people at home.

After conferences without end in search of peace, in search of tranquility, and resumption of industry, there are now only disorder, dissatisfaction, rumors of war and economic stagnation in Europe. And many of those who negotiated the Treaty of Versailles feared that this would be the result of the treaty. They only hoped, and their hopes were based upon nothing tangible, that there might be peace in fact as well as in name. That their fear was based upon better knowledge than their hopes is demonstrated by conditions as they are today.

The press of the world must never again be muzzled by censorship. But, further, it should never again be muzzled by unbridled confidences.

The bloody outbreak at Fiume was no surprise to correspondents who had covered the peace conference. They knew that the settlement written into the treaty forecast such an event.

They knew that the treaty signed at St. Germain was virtually a written order for the economic destruction of Austria.

They were not surprised at the outbreak of war between Turkey and Greece. Such a war was inevitable under the terms of the first allied treaty with Turkey. They knew, further, that the Allies could not enforce the treaty and were not surprised at its re-writing at Lausanne. It was no great surprise to correspondents who had covered the peace conference to hear that France had invaded the Ruhr. They knew that the ambition of one faction in France was to establish the Rhine as the French frontier. They knew that the German reparations figure was too high. They knew that the American and British delegates had fought for a lower figure day after day.

None of these things were merely opinions of the correspondents. They represent statements made by some of the peace negotiators themselves. But here entered confidences. The diplomats gave the correspondents a painted drop curtain of information for publication, and then took them behind the scenes in confidence. This was merely another form of censorship.

I would not say that the truths of the Versailles negotiations were not cabled to America. They were. But they were tempered and surrounded by confidences. They were tempered by that propaganda which knew but two classifications in the world,—the divine and the demon. That was war. That was national emergency.

We put men in jail for saying that they were opposed to war when we were fighting a war which we hoped would bring eternal peace. Many truths were sacrificed upon the altar of friendship. National traditions were overturned. Freedom of speech and freedom of the press were curbed. These rights, among our most precious heritage, we offered once to the flames that were fast devouring Europe. For the past three years, we have remained aloof. But the voice calling America to pick up the uncompleted task of peace continues to echo. If, at some time in the future, we answer, is it not within our rights to demand one big, vital thing—the TRUTH? Is it not the right of the American press to publish this truth, free from the manacles of censorship, either direct or implied. And, also, is it not our right to expect that we may be able to publish the truth without arousing European suspicions and of being accused of being pro-this or pro-that?

We cannot, within a short time, hope to convince some portions of the European press of the idealistic principles of the American press. Many European newspapers are served largely by government controlled news agencies. The political motive of the moment, consequently, is likely to set the pitch of national thought. But the American press, is not only free from government domination at home, but from all official influence abroad. And may we not expect our diplomats and those of other countries to be as frank for newspaper readers as for the correspondents?

These thoughts are prompted by the fact that the developments within the month pointed, for a time, toward America's joining in another conference. Only the French position, apparently, prevented acceptance of the proposals of Secretary of State Hughes. And in connection with this specific story, the importance of absolute accuracy and responsibility of the press in reporting such important negotiations, was forcibly illustrated.

Modern transmission facilities often enable a press association to deliver important information bearing on international affairs ahead of official advices to one government or another. The press is thus an important link in the chain of international relations, not only as between governments and the people, but also between the governments themselves. The responsibilities of the press as to accuracy and unbiased presentation of facts is very great both to newspaper readers and representatives of governments. The responsibilities of representatives of governments to the press should be just as great.

SLEMP BANS WOOLEVER, BUT CAPITAL CONFERENCE TANGLE UNSOLVED

By SAM BELL

WASHINGTON, Nov. 21—The Washington correspondents have won a minor victory in their fight to keep their bi-weekly conferences free of a threatened influx of press agents, propagandists and tipsters, but the principle at issue between the reporters and C. Bascom Slemp, secretary to the President, has not been settled to the satisfaction of the newspapermen.

Mr. Slemp, who recently authorized a representative of the publicity organization of the Methodist Church to attend the press conference after the White House Correspondents' Association had adjudged him ineligible under the association's rules, has revoked the authorization. Mr. Woolever, the representative of the Methodist organization, has been told that he cannot attend further meetings of the press and the President.

The President's secretary informed members of the White House Correspondents of his action last Saturday, but gave no indication that he was willing to accept the rules of the association without an amendment of his own making by which he reserved for himself "full authority to make and enforce exceptions" to the list of persons held eligible under the rules defining what constitutes bona fide newspaper reporters.

For this reason the members of the White House Correspondents' Association, who have been authorized by the newspapermen of Washington to police the Presidential conferences and enforce the rules commonly accepted in the press galleries of Congress and other departments in Washington, remain unchanged in their determination to disclaim all responsibility for the future conduct of the conferences. The case of Mr. Woolever is regarded as a mere incident. Unless Mr. Slemp withdraws his amendment, an alterations of the regulations which virtually nullifies them in the eyes of the reporters, the correspondents will go through with their determination to play the "hands-off" game.

The controversy between the Correspondents' Association and Mr. Slemp came to a head last week when a letter was received from President Coolidge seemingly accepting the rules as drawn by the association defining newspaper men as representatives of wire services, daily American newspapers or foreign newspapers with daily cable services.

With the President's letter (which was handed to George E. Durno, of the International News Service, secretary of the association) was the original copy of the rules into which Mr. Slemp had written his amendment giving the secretary

(Continued on page 4)

ADVERTISING RAILWAY OF BUSINESS LEVERHULME TELLS SPHINX

President of London 1924 Ad Convention Speaks of Washington, Honesty, and Payment of National Debts from Advertisers' Viewpoint—In U. S. Until Dec. 15

ADVERTISING is to business as the railroad to transportation, Lord Leverhulme, founder of Lever Brothers, Ltd., England, and recently elected president of the 1924 London convention of the A. A. C. of W., declared at a dinner given in his honor by the Sphinx Club, Waldorf-Astoria Hotel, New York, Nov. 21.

LORD LEVERHULME

The distinguished English visitor cited the changes wrought in civilization from the days of the covered wagon to the present era of the fast express and airplane.

"Just so has advertising been to business," he said, "and in benefiting business has benefited the world. As the railway has increased the speed of travel and lowered its cost, so has advertising increased the speed of business turnover, increased out-put, and by so doing considerably lessened the cost of goods to the consumer."

"There is no possible way," he continued, "by which a man who wishes to advertise can increase the price of his goods to pay for the advertising. The increased out-put and turn-over more than pays for the increased cost of reaching the public through advertising," he repeated.

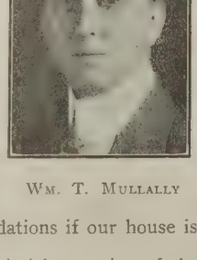
R. F. R. Huntsman, vice-president of Sphinx, introduced Lord Leverhulme as one of the earliest Sphinx Club members, and as ex-president of the London club of the same name.

Opening his address, Lord Leverhulme declared laughingly he had come to this country to learn all about advertising.

"We advertisers are teaching a most valuable lesson," he said. "It is a lesson along the right direction, the direction along which nations might well go—honesty."—And the Englishman turned to point to the Sphinx motto on the banner behind him "Honesty in Advertising."

"This lesson," he proceeded, "has evolved itself along the lines of common sense. We advertisers have learned it by experience, by hard knocks.

"We now know to a certainty that to claim too much for any article in its advertising defeats the end we have in view.



WM. T. MULLALLY

"We may talk disarmament and League of Nations, but the fundamental principle that will bring peace among nations is that same principle on our motto.

"Advertisers are not working for the day. We must lay deep foundations if our house is to be liveable."

Lord Leverhulme made mention of the national war debts, saying they should be paid as a matter of good business.

"Sound business principles should regulate nations' relationships," he said. "They should pay their just debts. To say 'we will pay when Germany pays' is bad business. There is no other way to pay debts than by good honest money."

The Viscount declared he was proud to notice the enormous improvement in services rendered the advertiser by agents, artists, copy writers and the rest, all working together.

"In the American papers," he said, "the advertising pages are just as interesting to the readers as the news and story columns. Gladstone used to read the advertising columns of the American papers with as much interest as the news."

Before closing Lord Leverhulme said he hoped to welcome all present to the London convention of advertising men. He then went on to draw a picture of the similarity between the two countries.

"We are as proud of George Washington as you are," he said "We have fought shoulder to shoulder together against one common enemy, autocracy.

"And the peoples of both our nations have always, with Washington, been sincere lovers of honesty."

William T. Mullally, president of Sphinx, presiding at the banquet, opened with a speech in praise of modern business, and of advertising as the torch bearer of civilization.

"We Americans as business men know we can no longer live in isolation. Science has annihilated time and distance. Unhampered commerce is the bulwark of peace. Modern business more than any other thing can prevent war.

"As advertising men," he concluded, "we should help sell good will to the world. When one nation advertises this to another, we shall have no more secret treaties, and no more war."

Lieut.-Gov. George R. Lunn, of New York, urged a renaissance of moral responsibility. It is of the utmost importance, he said, to teach young men entering business that there is no crooked way to success.

R. F. R. HUNTSMAN

Hon. W. Hulme Lever, son of Lord Leverhulme, active in the affairs of Lever Brothers drew a humorous contrast between American hustlers and the typical conservative Britisher.

"But," he said, "we Englishmen who are in this country now under the leadership of my father are hustling so hard that we will spend only four days in a hotel bed during the time we are here. Father is only 73 years old now. I suppose when he is 83 he will cut out those four days and we will spend all our nights in railway trains."

General Charles H. Sherrill, chairman of the executive committee of the Pilgrims of the United States, drew applause when he called advertising a keen weapon for the cause of right, and added that "no where else in the world is publicity so well organized as in the United States."

Laughter followed remarks made by Hon. H. L. Bridgman, chairman of the Publishers Association of New York, to the effect that when advertisers were concerned "we publishers know 'Our Master's Voice.'"

Hon. W. R. Farrington, governor of Hawaii, one time newspaper reporter and publisher, told how the pineapple industry of Hawaii had been benefitted by the advertising men of New York.

"Once our output was overproduced. The industry waned. It was revived by advertising. We are now able to market six million cases of pineapples a year, because of advertising," he explained.

Sir Herbert Morgan, president last year of the Sphinx Club of London, organized about 15 years ago by members of the New York Sphinx Club living abroad, and also chairman of the London reception committee of the Associated Advertising Clubs of the World, made the briefest speech of the evening, when he said "I thank you very much." Brigadier General William S. Graves, U. S. A., represented the army at the dinner.

Lord Leverhulme and his party, immediately following the dinner proceeded by train to Boston. He plans to spend a short time there and then go west, returning to New York to sail for England, Dec. 15. The English Viscount was the founder of Lever Brothers, Ltd., which manufactures Lux, Rinso, Lifebuoy, and Pear's soap, and has a capital of $232,000,000. He originated Port Sunlight, England, center of his industries. He sold homes in Port Sunlight at cost to his employees.

Among those at the speakers table at the Sphinx Banquet were Lieut. J. L. Whitelaw, Justice James C. Van Siclen, Louis Wiley, business manager of the New York Times, John H. Fahey, of the New York Evening Post, Ogden Reid, Stanley Resor, and Russell R. Whitman.

SLEMP WITHDRAWS ACT BUT NOT WORD ON OUTSIDERS AT WHITE HOUSE

(Continued from page 3)

to the President the right to augment the eligible list at his discretion or pleasure.

Immediately the association addressed a letter to President Coolidge, thanking him for his consideration of the rules as submitted to him, but explaining that the change insisted upon by Mr. Slemp could mean only one thing as far as the correspondents were concerned. In effect the President was told that the reporters would not undertake to vouch for persons attending the conferences unless the original rules were adhered to. In no other way, the association's letter to the President said, could the correspondents assure the President that he would meet and discuss questions with bona fide newspaper men pledged to respect his confidences. If Mr. Slemp insisted upon admitting outsiders, no matter how innocuous they might seem, the reporters could not help themselves except to disclaim that the conferences were press conferences in the real and strict sense of the term.

Thus far the association has had no assurance from Mr. Slemp that this letter has been given to the President and received consideration by him. Mr. Slemp's only word has been to tell the reporters that Mr. Woolever will be barred hereafter. As the result the whole problem remains unsolved with the reporters awaiting the next move.

The situation is perhaps the first of its kind that has developed in Washington since the representatives of the press established a working arrangement with the White House. Heretofore the President and White House attaches have looked to the reporters to police the conferences, and the jealous manner in which the meetings have been guarded from outsiders usually was regarded as affording a protection more important to the President and the press.

In fact, the conferences held by Government officials and representatives of the newspapers have been built up on the idea that the reporters would see to it that none but bona fide members of the profession attended, and what was said in confidence would remain a confidence. It has been a matter of controversy as to whether the procedure worked to the advantage of the newspapermen, because officials have been known to "sew up" the reporters on information of matters of policy and even action that might have been obtained from other sources. There are those, particularly newspapermen of the old school, who believe the public interest, as far as the press is concerned, might be served to a greater degree if the so-called conference system were abolished and the Washington correspondents reverted to the rough-and-tumble and gum-shoe methods of years ago.

It is possible that the row at the White House might bring about such a change, but it seems hardly possible that public officials used to the present method of protection will take a chance and abandon it. The disadvantage to the newspapermen if the conference system were discarded lies in the difficulty to be found in getting to public officials at all, because of the number of reporters in Washington and the varying interests of publications they represent. The conference method grew up naturally as a practical method of daily contact, and it appears unlikely that it will be sacked because the present secretary to the President has failed to realize its importance to the President and press alike.

The action of the White House Correspondents Association in declaring H. E. Woolever of the Methodist publicity organization, ineligible to attend the Presidential conferences was followed by the State, War and Navy Correspondents Association, an organization, as its name indicates, designed to police the daily press conferences of Secretary Hughes, Secretary Weeks and Secretary Denby.

With the appearance of Mr. Woolever at one of Secretary Hughes' morning conferences, a meeting of the State War and Navy men was held, and it was decided that Mr. Woolever should not be admitted. Officials of the State Department agreed immediately with the viewpoint of the members of the Association, and Mr. Woolever was informed that he would be expected to discontinue his efforts to attend press conferences at the State Department.

Honor Founder of Printer's Mass

Mgr. Luke J. Evers, marked the silver anniversary of his pastorate at St. Andrew's Roman Catholic Church, New York City, Nov. 21. St. Andrew's is in the heart of the newspaper district of Manhattan, and when Mgr. Evers went to St. Andrews, he determined to have a mass for the men whose work caused them to turn night into day, and for whom the regular hours of the church were out of question. Twenty-three years ago, the first "printer's mass" was held. Then telephone operators, messenger boys, street cleaners, and many others joined in the celebration and today St. Andrews is known throughout the country, for its mass at 2.30 a. m.

Court Hears N. Y. News Appeal

The Appellate Division, Third Department, at Albany, N. Y., Nov. 19, heard arguments in the appeal of the News Syndicate Company, Inc., of New York publisher of the Daily News and Sunday News, from a judgment of $875 of the Albany supreme court in favor of the Van Slyke News Agency, Inc., of Albany. The Van Slyke agency acted as distributor for the two publications in Albany and vicinity, having about 100 sub-agencies, until July 11, 1922.

Dorland Agency Elects Officers

At an executive meeting of the Dorland Agency, Ind., held recently, Senator Walter E. Edge was re-elected chairman. Howard S. Hadden was elected president, Richard A. Porter, vice-president and secretary, and G. D. Milsom, treasurer. Col. James H. Hayes was re-elected a director. The new directors are Archibald Douglas and Humphrey M. Bourne.

Costs Force Subscriptions Up

Both the Sioux City (Ia.) Tribune and the Journal have announced that effective Jan. 1, 1924, the mail subscription price for the papers will be increased from $4 to $5. Two years ago both papers decreased their subscription prices from $5 to $4. Reductions in the cost of the papers were expected at the time of the rate change, the papers say but these reductions have failed to materialize.

Arbitrating New York Job Scale

Arbitration of wages and pay for holidays in dispute between New York employing printers and Typographical Union No. 6 began this week before Justice Alfred J. Talley, who served in the same capacity last year.

N. Y. PUBLISHERS URGED TO ELIMINATE WASTE IN FACE OF HIGH COSTS

Legislation, Censorship, Labor and Freight Problems, Discussed by Williams of New York World at Syracuse Meet—Chancellor Flint Speaks

"SUPERVISION and adjustment to eliminate waste" in the face of increased cost of newspaper operation, was urged upon members of the New York State Publishers' Association for guidance during the coming year by Samuel M. Williams of the New York World, at the meeting in Hotel Onondaga, Syracuse, last Monday and Tuesday. The sessions which were held Monday and Tuesday were attended by about 100 editors and publishers. The next meeting will be held in January at the same place.

Among the subjects considered at the convention, which were also dwelt upon by Mr. Williams, were: the legislative program, censorship, labor and the print paper situation. The New York State membership of the Associated Press also held a separate meeting to discuss various questions relating to the service.

Mr. Williams represented the New York City publishers, but he discussed each proposition in such a way as to bring about co-operation upon the part of all publishers in the state relative to their problems. Legislation on various subjects which might come up at Albany at the next session were analyzed by Mr. Williams. Some of the bills of last session likely to come up again were: which would be liable to menace censorship, optometry advertising, blue sky laws, as affecting newspaper advertising, child labor, and women in industry as affecting newspaper workers.

"The newspapers are opposed to censorship of the press, literature and art," said Mr. Williams, "but they are not opposed to police regulation of smutty and dirty publications." He maintained that the newspapers could not be allied with the commercial interests and such other forces as might be included in the book censorship bill, but would maintain a position of independence without entangling alliances.

Mr. Williams analyzed the strike of the printing pressmen in New York and explained the present status with regard to the settlement. He maintained that the strike demonstrated the need of executives familiar with mechanical operations to meet emergencies. He likened the situation to the need of officers in our army at the beginning of the war—men who could lead.

The proposed increase of from 30 to 60 cents per 100 pounds on sending newspaper bundles as baggage on the railroads for local areas upstate was called by Mr. Williams unfair to up-state publishers, especially where the bulk of shipments were within a 50-mile radius. He urged the publishers to take up the question with the railroad officials individually from the standpoint of fairness.

The question of sending cores back to the newsprint companies was taken up in open discussion, especially with regard to less than carload lots. Western newspapers enjoy lower rates than eastern newspapers on returned cores. The A. N. P. A. committee on traffic has the case in hand.

"The watchword for the coming year," said Mr. Williams," should be closer supervision and adjustment to eliminate waste. I do not look for a rolling high tide of income during the coming year, but there is a constantly rising tide of costs. There is a greater increase in newsprint production than in consumption, so that need not be cause for worry.

At the Tuesday morning session President Frank E. Gannett presided. A report from the Empire State School of Printing showed an increase in enrollment and healthy progress. A committee was appointed with authority to solicit from publishers who have not already contributed to the carrying on of the school.

To bring about a uniform system of transportation of bundles of newspapers throughout the state a committee of five was appointed to make an investigation of length of hauls on the railroads and costs. This was considered in order to establish a rate for hauling papers by motor bus, a system which is being used extensively.

Frank Wood of Rochester, president of the advertising departmental, asked the co-operation of the publishers relative to running down fraudulent advertising schemes. He said publishers can put a stop to such practices by informing fellow publishers when such a scheme is discovered. Telegraph messages to publishers were advised when schemes were unearthed, the recipient standing the expense.

Resolutions of sympathy were passed and sent to A. O. Bunnell, for many years secretary of the publishers' association, who recently fell and fractured his hip.

At the banquet Monday evening Jerome D. Barnum, publisher of the Syracuse Post Standard, acted as toastmaster. The speakers were Chancellor Charles W. Flint of Syracuse University, who made a plea for upright and wholesome leadership in our country led by the press; P. B. Noyes, president of Oneida Community, Ltd., who described confidential instances as a result of his work on the Rhineland commission to Europe following the war; and Harold McGrath, author and playright, who described his early days as a cub on the Syracuse Herald.

A. P. MEMBERS ORGANIZE

New York-Buffalo Circuit Dailies Seek More Up-State News

Representatives from about 30 New York State newspapers on the New York-Buffalo circuit of the Associated Press formed an organization to be known as the New York State Members of the Associated Press at a separate session of the New York State Publishers' Association in Syracuse, last Monday.

The main purpose of the organization is to enable members to get together at regular intervals to exchange ideas and perfect the news service of the group.

The first proposition to be considered was the extension of better up-state news service, and the members were agreed that an additional assessment would be satisfactory for perfection of the service. A committee was appointed to consider ways and means of such extension, and make a report at the January meeting of the publishers, which will also be held in Syracuse.

The members of the committee are: double wire service, Jerome D. Barnum, Syracuse Post-Standard, and E. H. Butler, Buffalo Evening News; single wire service, E. L. Allen, Jamestown Post, and A. R. Kessinger, Rome Daily Sentinel.

Edward McKernon, eastern division Superintendent of the Associated Press, outlined how the service in New York State functions at present, and suggested how improvements could be made with little additional expenditure. The proposition to have another man at Albany to handle the legislative session beginning in January, was considered advisable; also a regular service man to cover events on the circuit when the news demanded it. Syracuse, Rochester, Buffalo and Binghamton were among the cities considered.

Gardiner Kline of the Amsterdam Recorder, presided at the meeting.

Horne Heads A. P. Members in N. C.

J. L. Horne, of the Rocky Mount (N. C.) Telegram, was chosen president of the organization of North Carolina members of the Associated Press at its last meeting, succeeding John A. Park of Raleigh Times. W. N. Keener, of the Durham (N. C.) Herald was chosen vice-president; R. A. King, correspondent of the Raleigh bureau of the Associated Press, was chosen secretary, succeeding C. V. Styles, formerly of the Charlotte bureau, but now in the Havana bureau.

LEDGER ON 24-HOUR BASIS

Expects to Move to New Quarters About Jan. 1

The Philadelphia Public Ledger and the Evening Public Ledger, recently united under one editorial direction have been ordered into a further consolidation.

According to present plans, the newspaper will become a "24-hour" sheet, having a man on the desk and a staff active at all hours during the day and night. The plan was tried out for the first time Monday, Nov. 19.

It is expected that the newspaper will leave its time worn quarters at Sixth and Chestnut streets on or about Jan. 1, to occupy the new building at Seventh and Sansom streets. The building, which is a five-story brick structure, will gradually expand until the entire square bounded by Chestnut, Sixth, Seventh and Sansom streets is filled.

Plans call for a ten-story building to cover the entire area to be completed by 1925.

Lincoln, Ill., Consolidation

The Lincoln (Ill.) Star and Popular Review will be consolidated as the Star Publishing Company. Emil Sexauer of the Popular Review will be circulation manager and job printing representative of the new concern.

With the New York State Publishers at Syracuse (left to right)—Wallace Odell, publisher Tarrytown News and president National Editorial Association; Frank E. Gannett, editor-in-chief Empire State Group and president of the N. Y. S. P. A.; Fred Keefe, general manager Newburgh News; Fred C. Grumman, Mergenthaler Linotype Company; Franklin A. Merriam, publisher Mt. Vernon Argus; Jay Klock, publisher Kingston Freeman. Back Row—J. W. Shaw, secretary New York Press Association; F. L. Rogers, Gloversville Leader-Republican; A. C. Deuel, Niagara Falls Gazette.

EDITORS OF NEW YORK STATE ORGANIZE

Form Departmental of Publishers Group at Syracuse Meet with Maddever, of Niagara Falls Gazette, President

An Editorial Departmental of the New York State Publishers' Association was perfected at the morning session of association in Hotel Onondaga, Syracuse, last Tuesday. This is the first time the editors have organized in New York. Their relation to the association will be the same as the advertising departmental, which was organized last year.

Officers elected were: president N. F. Maddever, Niagara Falls Gazette; vice-president, W. E. Weed, Utica Observer-Dispatch; secretary-treasurer, Burroughs Mathews, Buffalo Express. The executive committee will comprise the above officers and Dr. John B. Howe, Syracuse Herald; and E. L. Allen, Jamestown Post.

The plan of the organization was presented by N. F. Maddever, chairman of the committee on organization. He presented a printed copy of the by-laws, rules and regulations, which were unanimously adopted. About 25 editors were present for the organization.

Membership is composed of editors and managing editors of daily newspapers which hold membership in the New York State Publishers' Association. Regular meetings will be twice a year with the publishers, extra meetings being designated by the executive committee. An assessment, amount to be decided later, will be levied upon each member to care for incidental expenses.

"The purpose of this departmental," says the rules, "shall be to exchange ideas and discuss such topics relative to editorial service as may increase the efficiency and raise the standard of ethics of the profession."

Frank E. Gannett, president of the publishers', in commenting upon the organization, said: "The editors have been staying at home to get out the paper while the publishers meet. Now it will be possible for the editors to know their fellow workers, exchange views and receive new ideas and enthusiasm for the advancement of the profession."

Pasadena Paper to Build

The Pasadena (Cal.) Star-News has purchased a large lot 50 x 225 feet on the corner of Colorado street and Oakland avenue, Pasadena, for the site of a new building which will be erected in about a year. An office will be maintained in the present building at the corner of Raymond avenue and Holly street. A modern newspaper plant is planned by the Star-News Publishing Company, of which Charles H. Prisk is editor and manager.

Luncheon for Paris Editor

Senator Paul Dupuy, editor of Le Petit Parisien, will be the guest of honor at a luncheon at the Advertising Club of New York, Nov. 23. Senator Dupuy will speak. In addition to the members of the club, a number of French officials will be present. At this luncheon a French flag will be presented to the club by the French people of New York.

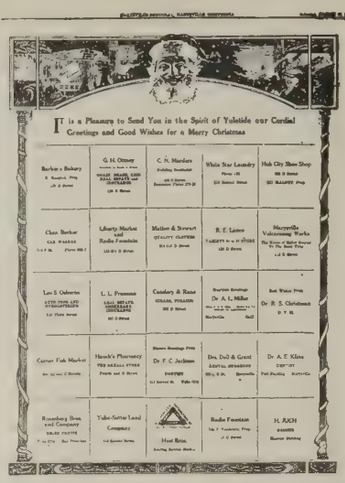
Dupuy Visits Kansas City

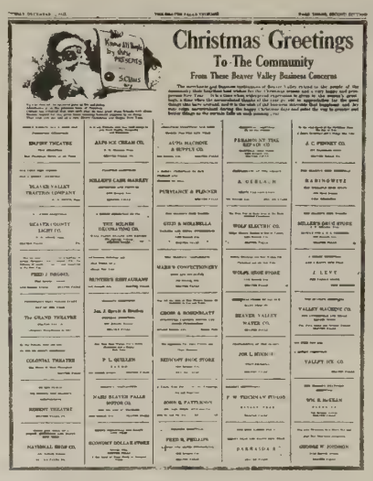
Sen. Paul Dupuy, French editor and publisher, spent most of his time in Kansas City last Saturday out of doors. The publisher and his party were taken to the American Royal Live Stock show and later to the Sni-a-Bar farm as guests of Mr. and Mrs. Irwin Kirkwood of the Kansas City Star.

New York Ad Club to Move Dec. 30

The Advertising Club of New York will move to its new quarters on Park avenue and Thirty-fifth street, Dec. 30, it was announced this week. The last meal will be held in the old club house Dec. 29. It was hoped Thanksgiving Day dinner could be held at the new club, but this proved impossible.

Fig. 1—Simple First Page for Christmas.





TWO VERY POPULAR CHRISTMAS PAGES AND EASY TO SELL

Fig. 2—Here's a Page on which Twenty-Five Local Business Men Wish Their Patrons a Merry Christmas.

Fig. 3—This Page Provides Space for a Greeting from Forty Little Merchants with Big Hearts—and Ideas.

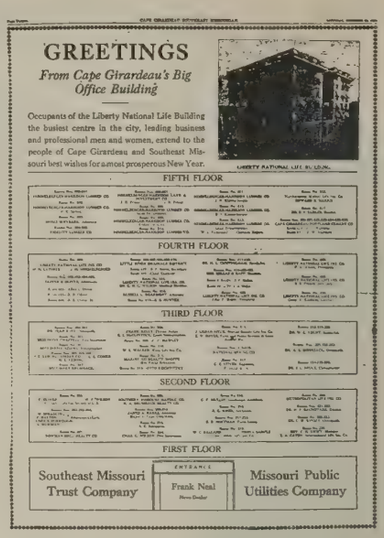


Fig. 4—Tenants of One Building Buy Page.

XMAS TYPOGRAPHY IN NEWSPAPER MAKING

Only Thirty More Days Before Christmas—Complete All Your Plans Early for the Year's Biggest Rush—Here Are Thirteen Splendid Ideas to Help You Put It Over Easily, Economically and Profitably

By H. FRANK SMITH

Article XIII

IF it is really true that "a word to the wise is sufficient," readers of this department have long since provided most, if not all of the decorative and other material always needed in great abundance for the one big grand rush of the year—holiday advertising.

IN the last article of this series (pages 8 and 9, October 27) an effort was made to emphasize the many advantages of planning holiday typography early; getting a line on just what appropriate decorative materials (in the form of borders, initials, ornaments, cuts, etc.) were available; taking the precaution, well in advance, to see that the cases and racks were full of type, spaces, quads, rules, furniture, etc.; and to fill in abundantly with any of these materials that were lacking.

IF you have not already done this, *check up now*—for this is going to be a whale of a Christmas! Within the next few days your composing room will be taxed to the limit of its resources; give the boys the material to work with—quickly, economically and effectively.

Stimulate Plans to Render More and Better Service to Advertisers

REGARDLESS of what you have already done, start all over again *now* to render more and better service to your advertisers. If you have not referred to last year's, and previous years', holiday papers—dig 'em up. Rewrite and redress the ads; make them stronger and more serviceable for this year.

THE December magazines are chockful of suggestions that you can tie up with your local advertising—the idea being to show the merchant how he can hook up with national advertising—get a new slant on his copy; a more effective style of display; a better use of illustrations.

GENERALLY speaking the local merchant is too busy with his store (arranging stocks, counter displays, window trims, deliveries and other details of management) to have much time left in which to write real good copy and to lay it out for attractive display. For this reason the local merchant usually will welcome, during the holiday rush more than any other time, the kind of service only the progressive, on-its-toes newspaper is in a position to give him.

TO render this service effectively and efficiently, however, the newspaper must place its own house in order—by providing an abundance of materials in the composing room to work with, as well as a plentiful supply of "ideas" and "plans" in the business office.

Sell *New* "Buying Plans" Instead of Working Old "Advertising Schemes"

THE merchant is not interested in old "advertising schemes" any more—he wants *new "buying plans"* for his customers and prospects. I recall reading this head, "Advertising Schemes vs. Buying Plans," on an advertisement somewhere recently, and right here seems to be the nub of a new and better "sales talk" to use when selling the local merchant space for his holiday advertising.

TAKE the specimens accompanying this article, for instance: If we can work up any of the various ideas to fit the business of a local merchant, and then present the copy and layout to him on the basis of a *Buying Plan* (instead of an "advertising scheme"); if we can do this, it seems as if we will have a much better chance of interesting him and selling him.

IN any event: (1) Work up the ideas, (2) write the copy, (3) sketch a rough layout, (4) if possible paste on the layout a proof of the border and cut—in other words, sell the *buying plan* on the same basis that the magazine or agency sells a campaign; by *showing* the merchant the size of his ad and giving him an idea how it will look when it appears in print. Let him *see* what he is going to get for his money.

THE time is short and the work will be piling up—no time to quibble, now—grab these nine ideas with this article and the nine that were printed last month, making eighteen in all—revamp and rear-

Fig. 5—Xmas Clubs Are Good for a Page—and Sell Quickly.

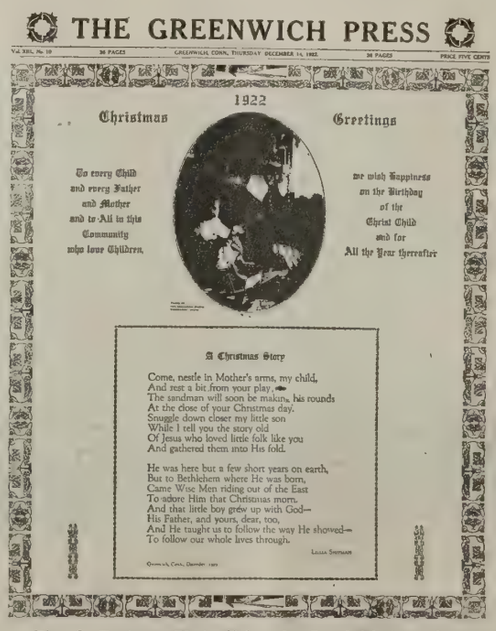


Fig. 6—Features Photo Taken by Local Photographer.

Fig. 7—Xmas Shopping Guides Always Sell Space.

range them into *buying plans* to fit the particular needs of your local merchant—then sell these ideas on the basis of holiday *Buying Plans.*

A Final Suggestion

BY ALL MEANS kill out all the mourning borders and funeral gothics from your holiday advertising. How any one can set a Christmas ad in ugly black gothic type and heavy solid black borders is more than I can understand—unless he is a veritable old Scrooge.

Keep the typography cheerful looking during this season of the year—when everyone is happy, or wants to be, anyway. Use plenty of white space; light borders (unless it is a Xmas border); narrow measures for small type; wider measures for larger type; the larger the type the more space between lines; follow pyramid style of make-up—make an extra special effort to have your holiday advertising look better this year than ever before.

It merely means a little more planning, a little more care, a little more *sincerity* put into your efforts.

Comment and Criticism

A Review of Newspapers With the Idea of Making Friendly and Helpful Suggestions to Improve Typography and Make-up

By H. FRANK SMITH

Daily News, Tarrytown, N. Y.—First page lively-looking; open up double-column heads with 2-point leads, they are too solid; put a 14- or 18-point bold italic upper-and-lower-case head on the small indented items you use top of columns; put new rules around panels each side title; a double-column head on lower half of page would brighten it up a bit. Inside pages look good and ads are neatly set. Suggest you follow the pyramid style of make-up a little closer on inside pages—it will give you more tops of columns for better heads and displaying features. Tell the comp who sets the small ads on page 11 to ease off on the use of so many reverse-rule corners. He uses so many of these most of the ads look alike and it makes the page appear jumbly. There are hundreds of other ways to arrange a border. The paper could also carry a little more impression and ink—it's printed too light; at least the copy we have before us is. Nothing like trying to make a good paper better.

Express-Courier, Fort Collins, Colo.—Looking over some of your recent front pages it seems as if some one is going to extremes in playing up the first page—especially your issue of August 12. Too many big heads; some of the items are not worth the display you have given them—especially in setting the items in 10 or 12 point double column and sticking them down at the bottom of the columns. If they are important enough to set in this style they are important enough to place nearer the top of the page. You are overdoing it, folks. Your issue of August 14 is better—although one or two items carrying a one-line double-column head with news set in regular text type would brighten up the bottom of the page. Your subheads are too solid. Indented items should not be placed in outside columns. Your editorials should be 2-point leaded for the size type and length of line you use. Editorial heads should be set size larger and centered. Ads look neat, make-up good. Don't overdo the first page—you haven't got enough competition for street sales to merit this treatment; and, besides, it looks like faking the news when you throw a scream into every other item.

Milton C. Jones, Saturday Review, Bergenfield, N. J.—A fellow would have to be very finicky to find much fault, if any, with the Review—which is without doubt one of the best edited, best composed and best printed weeklies that reaches our desk. Your first page and editorial page would win a prize anywhere—any time.

Fig. 8—Striking 2-Color Christmas First Page.

Semi-Weekly News, Monroe City, Mo.—One of the most attractive numbers that came to our desk last year was the Semi-Weekly News of Monroe City, Mo.—and the first page of which (originally printed in two colors, red and green) is reproduced above.

Telegram-News, Lynn, Mass.—The Telegram-News needs a general cleaning up typographically. Your first page is very badly handled, and is made worse by battered rules used for panels, and the worn-out title. The ads on the inside pages should be grouped better, instead of scattering them all over the page in a hit-or-miss manner. The editorial and advertising departments are certainly entitled to better co-operation from the composing room—and should see that they get it. Your readers and advertisers are not getting their money's worth now—the way the stuff is dished out to them.

W. A. Niland, News, Southbridge, Mass.—The News looks reasonably good for a small daily, although there are a number of minor refinements you can make. For instance, I would put something different in the box on the right hand side of the title on the first page—since this same item is printed with your masthead, where it belongs. The rules under your running heads are battered—replace them with new rules. Ease off the solid six-point borders and try to use something more attractive. I would kill that ugly gothic used in your page ad just as soon as possible; and also try to use for display heads something more pleasant to look at than gothic. With a little more care, and time, maybe, I am sure you can make this lively-looking little daily even better—and I am sure you want to. Co to it—let's see what you can do.

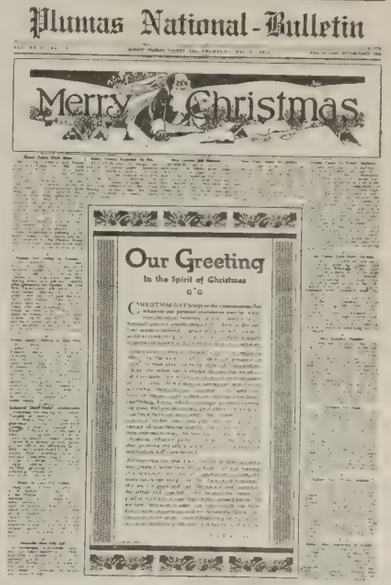
Daily Tribune, Hastings, Neb.—You fellows certainly put a scream in your first page. I thought another world war busted when I opened your issue of October 16. Your readers may want this kind of stuff—but I doubt it. In fact, I am sure they would be pleased if you toned down your first page. The inside pages look well—except the editorial columns, which look thin and strained because they are opened up too much. I believe 2-point leaded would be better—especially since the rest of the paper is made up so solid. Presswork needs attention—at least, the issues you sent were printed so light parts of the paper could not be read at all.

G. S. Harmon, American, Hattiesburg, Miss.—From the standpoint of general typography, make-up and presswork, the American would be entitled to a place among the leaders if its pages were not marred by that terrible 12-point solid black border and very heavy gothic type one of the comps persists in using in many of the ads. Why not kill these two mean-looking items and make an attractive paper more attractive? Your first page of November 6 was exceptionally well handled—but so are most all of your first pages.

J. E. Worthington, Highlander, Lake Wales, Fla.—Your recent "Who's Who and What's What" special number was unusually well handled from every standpoint of good newspaper making. The advertisements were especially attractive, and considering the great number of them, the composing room is deserving of a pat on the shoulder for this fine work. Incidently, Lake Wales has many reasons for being particularly proud of its Highlander. Tell 'em so!

Leader, Hutchinson, Minn.—The two issues you sent conform to the very best standards of newspaper practice. The typography, make-up and presswork could hardly be improved upon. The layouts of both first pages were especially attractive. It is indeed a pleasure to read a paper like the Leader.

Two Splendid Xmas Pages



Attractive because it is well balanced; because it features the publisher's greeting.

Good copy, good illustrations; good typography; good make-up; and the press work was good, too.

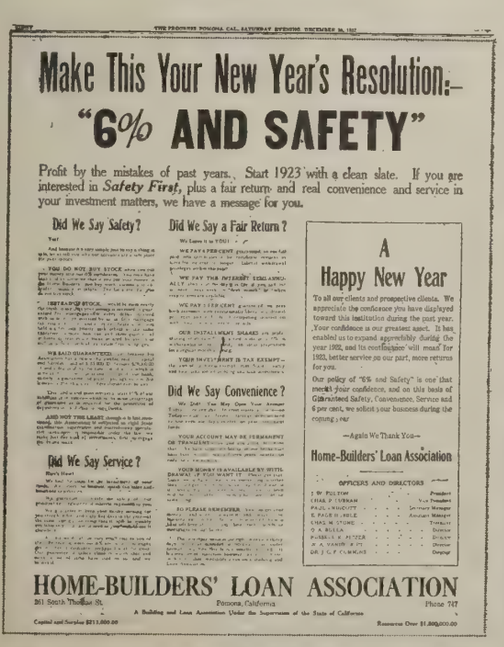


Fig. 9—A New Year's Page that Features a Good Resolution Usually is Half Sold.

Fig. 10—Xmas Shopping Guide Covering Only One Avenue.

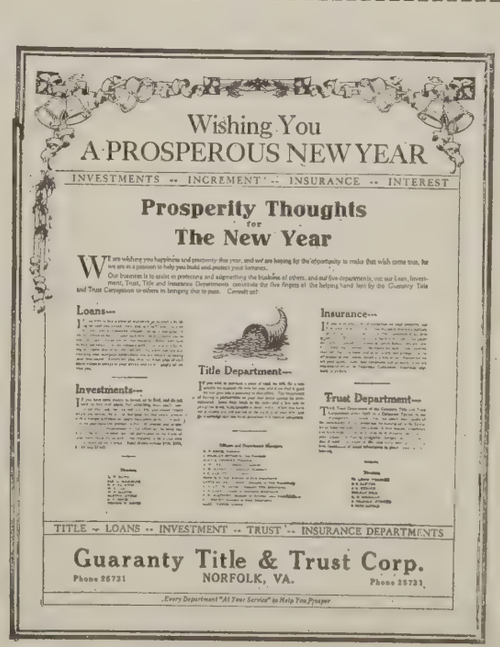


Fig. 11—This New Year's Page was Sold on the Strength of a New Idea—"Prosperity Thoughts."

ENTHUSIASM FOR LONDON MEET LEAPS IN BRITAIN, McDOUGALL SAYS

Apathetic Atmosphere Vanishes from Newspaper and Advertising Circles as Plans Take Shape, He Tells N. Y. Ad Club's On-to-Britain Committee

THOMAS McDOUGALL, of London, was the principal speaker at the weekly luncheon meeting of the "On to Britain" committee of the Advertising Club of New York, Nov. 19, at which Herman G. Halsted, chairman, presided. Attendance numbered about 25.

Mr. McDougall thanked the committee for the opportunity of telling how overseas arrangements are progressing for the international advertising meeting at Wembly in London next July. He stated that a special sub-committee has been appointed to preach the gospel of organized advertising throughout Britain. As an indication of the enthusiasm with which the various advertising and newspaper organizations are taking up the matter, he said, that 21 organizations have affiliated with District 14 and the remaining few outside the fold—about 4 or 5—are seriously considering the matter, as is also the advertising section of the London Chamber of Commerce.

"I am of the opinion that four years ago," Mr. McDougall said, "or even less, we could not have secured the interest of these organizations, let alone their enthusiastic cooperation."

"A big campaign has been entered upon to interest every big town in Great Britain for the formation of an advertising club and to secure the cooperation of all chambers of commerce, boards of trade and trade organizations.

"On the Continent, special 'On to Britain' sub-committees have been set up in Sweden, Belgium, France, Holland and possibly Spain, all represented on the executive council, which represents every organized group of advertising."

Mr. McDougall told of the success of Horace Imber's committee on hotel accommodations and said that reservations had already been made for 1,200 people. He spoke of the social and entertainment committees, arranging a series of dinners, banquets, balls and garden parties and of the work of the national sightseeing committee. All advertising men, he said, are getting together in an informal way at weekly luncheons to discuss convention plans.

"To sum up," Mr. McDougall said, "there is an atmosphere pervading the advertising and newspaper business on the other side such as has never been experienced. An evolution is taking place and bringing the advertising fraternity out of a somewhat apathetic atmosphere to one of enthusiastic and energetic conferences.

Mr. McDougall also told of the selection of Lord Burnham and Lord Leverhulme as honorary presidents of the convention and of Sir Herbert Morgan as chairman of the national reception committee. He also told of his visit to Bradford and of the dinner arranged by H. C. Derwent, of the Yorkshire Observer, at which the leading citizens of Bradford were present.

He told of a subscription by Sir James Hill of Bradford in the sum of £1,000. He read letters from John Cheshire, Col. Edward Lawson, Harold Vernon and others. He urged the Advertising Club of New York to make arrangements to visit Bradford on their tour of England.

Earle Pearson of the A. A. C. W. general offices read portions of a letter received from W. S. Crawford, chairman of the program committee in London and vice-president of the American program committee.

It is proposed to open the Convention with a religious service, at either St. Paul's or Westminster Abbey. No advertising men will take part in this service, but the preacher will give a word of welcome and speak on the subject of business and advertising opportunity. There will be other services on this Sunday in other churches and at night perhaps a great inspirational meeting, which would not be official, but would be attended by all advertising men anxious to be present.

The opening meeting will be held at Wembley at 11 o'clock on Monday morning, July 14. On this day there will be no sectional meetings. The afternoon meeting will be given over to important addresses by Britains and Americans on some such theme as—"Economics of Trade and Advertising." It is suggested that the headquarters of the organization might be in the center of London, but the convention will be held in the congress hall of the Exposition. There are so many departmental meetings, however, that it seems necessary, Mr. Crawford wrote, to secure halls in London, as well.

"You can take it," Mr. Crawford wrote, "that our resources are so great, our accommodations so large, that we can meet any requirements you may deem necessary for the convention and departmental sessions. Every night during the week there will be some form of entertainment for the delegates attending the main convention.

"We will have speakers from France, Norway, Sweden, Denmark, Holland, Italy and Spain. We hope to have representatives as well from our Dominions and Colonies. These speakers will have time and place for telling of their lands and expounding their views.

"At this hour we are not contemplating having Germany, Russia, Austria, Turkey or Greece take any part in the Convention."

A QUOTA PLAN WHICH SOLD ARCOLAS BY THE CARLOAD

THE American Radiator Company has been making selling history this fall for its Arcola Heating outfit, with the aid of a valuable sales plan which may be adapted to many other lines of business.

How quotas were established, how the newspaper advertising was given a powerful local selling punch everywhere, how the advertising was merchandised to the dealers, the copy appeal, and other phases of this outstanding campaign will be covered in an early issue of EDITOR & PUBLISHER.

This article is by Hammond Edward Franklin, whose articles are a continuous every-other-week feature of EDITOR & PUBLISHER. Other interesting articles on newspaper advertising and merchandising are in preparation for subsequent issues. Be sure to read them.

PROGRAM COMMITTEE FORMED

Plans for American Departmentals at London Meet Discussed

Organization of the International Program Committee of the 1924 London Convention of the Associated Advertising Clubs of the World was perfected at a meeting held Nov. 16, under the chairmanship of Harry Tipper, Class Journal Company, at the Advertising Club of New York.

Since no word was received from British advertising men regarding their program for the conclave prior to the Nov. 16 meeting, discussion was confined to organization and plans for the American advertising departmentals.

On Nov. 22, however, Mr. Tipper told EDITOR & PUBLISHER he had received information regarding the English program plans, from W. E. Crawford, vice-chairman of the program committee in London. The information received, Tipper said, indicates that every country will be represented at the convention and that a full week's program of entertainment and education was in prospect.

The next meeting of the International Program Committee will not be held until sometime the first of January, Tipper announced. At that time, he said, more definite arrangements can be concluded.

PERRY-JONES DISSOLUTION

Former Gets Three Papers, While Latter Retains Tulsa Tribune

A deal was closed Nov. 17, between John H. Perry and Richard Lloyd Jones, bringing about final dissolution of the Perry-Lloyd Jones newspaper combination. Perry, by the deal, bought out all of Jones' interest in the Jacksonville (Fla.) Journal, the Pensacola (Fla.) Journal and the Reading (Pa.) Times, while he sold back to Jones his half-interest in the Tulsa (Okla.) Tribune.

The newspapers now owned by Mr. Perry will hereafter be known as the John H. Perry Newspapers.

Word from Tulsa, Okla., was to the effect that last Saturday a mortgage was filed on the Tulsa Tribune in favor of J. H. Perry for $200,000. This represented a balance after Jones had made a cash payment to Perry for his half-interest in the property. The mortgage shows that Perry is secured by the entire 3,000 shares of Tribune capital stock. The mortgage is guaranteed by Mr. and Mrs. Jones and Amy Comstock, who owned the other 50 per cent of the capital stock of the Tribune Company.

Jones also paid Perry $139,882.73 for what remains today of the mechanical plant of the former Minneapolis News, which he is planning to move to Tulsa. The plant, according to Perry, consists mainly of two Goss sextuple presses. The linotype equipment of the Minneapolis News was sold back to the Clover Leaf group for $40,000 at the time the News was sold to the Tribune. Since then, Perry said, the rest of the equipment has been sold to other interests, the plant and equipment alone of the Minneapolis News bringing on the market more than $200,000.

Perry also controls the American Press Association and the Publishers' Autocaster Company.

Westfield Press Buys 3 Papers

The Westfield Press, Inc., publishers of the Westfield (Mass.) Journal, have purchased the Valley (Mass.) Echo, the Huntington Herald, and the Chester Chronicle from the Times Publishing Company. These papers have been consolidated and are published daily as "The Westfield Daily Journal and the Valley Echo, the Huntington Herald and the Chester Chronicle." Richard M. Sarber is publisher and Lee H. Brow is editor.

Quincy, Mass., to Have Daily

Simon Swig, publisher of the Quincy (Mass.) Enterprise-Journal, a weekly, plans to change the paper to a daily within a few weeks. Ground was broken last week for the erection of a new building for the paper.

JOHNSON JOINS RANKS OF VILLARD'S CRITICS

Watertown (N. Y.) Times Editor Says Newspapers of Today Make an Honest Effort to Furnish Unbiased News

Taking issue with Oswald Garrison Villard's statements concerning the press of this country, Harold B. Johnson, editor of the Watertown (N. Y.) Times, in an address in Watertown, recently, asserted that the American press was not on the decline.

The American press is great, the speaker declared, because it presents the news of the day fairly, fully and in an unbiased way. So long as it does that—and it is doing it, Johnson thought, more today than every before—the position taken in its editorial columns can not be of great importance.

"The New York Times in my opinion is the greatest paper today in America," said Johnson. "It makes every effort to give all the news and to present it fairly to its readers. Yet Mr. Villard says the Times does not rise to its full opportunity. I think he reaches this conclusion because he does not agree with the editorial policy of the Times. But it is not because of its editorial page that the Times is great; it is because of its countless columns of news; and in presenting this news in the manner that it does, without bias and without favor, it is fulfilling the true mission of a newspaper.

"Mr. Villard characterizes the Philadelphia Public Ledger as a 'muffed opportunity' and the Kansas City Star as a 'waning luminary.' The editorial policy of the Public Ledger is weak, he thinks, because it does not coincide with his views. He criticizes the Kansas City Star without considering the fact that it is the most liberal newspaper in the Missouri Valley, a paper 'owned in the office,' with neither its news columns nor its editorial policy influenced by outside interests.

"The newspapers of today make an honest effort to present all the news to their readers. There was a time when the editorial policy of the paper influenced the news reports. That time is past. The newspaper of today is exactly what the name implies, an institution for the dissemination of news."

MONTANA TO ADVERTISE

Will Seek to Attract Selected Type of Farmer to State

A broad program of advertising, designed to bring into the state a selected type of farmer, was one of the important features of the plan for state development adopted by the All-Montana Civic Conference which was concluded in Lewistown, Mont., Friday, Nov. 16. The meeting, sponsored by the Montana State Press Association, brought together 102 delegates representing Chambers of Commerce, Rotary, Kiwanis and other civic organizations, labor unions, women's clubs, and representatives from virtually every important daily newspaper in the state.

As adopted, the program calls for, among other things, the advertising of the state's resources and advantages, and measures to induce railroads to establish summer rates to Montana from the south and southwest.

Plans for the development of the program will be made at a meeting to be held in Helena in January with Chester C. Davis, state commissioner of agriculture. Chairman Moss, president of the State Press Association, will appoint this committee later.

Resolutions unanimously adopted by the conference quote the delegates as holding that "we are firm in the belief that the progress of Montana has been greatly impeded by the mixture of politics with business and industry, and attempts upon the part of business and industry to control politics. "Hands off by both parties should be the guilding slogan."

STARTING AS "BUSH SAVAGE" SYDNEY BULLETIN NOW SWAYS AUSTRALIA

With Wit and Colossal Daring Its Founders, John Haynes and J. F. Archibald, "Joshed" Imperialism Out—Established a Stern Literary Tradition

By JAMES S. RYAN

EDITORIAL NOTE—This is the first of three articles on journalism and journalists of Australia by Mr. Ryan, who, before coming to New York, spent many years on Sydney newspapers.

BACK in the early eighties of the last century Australia began to grow out of the school knickerbockers inherited from the British Imperial tailor. In that country's small boyhood this sartorial outfit was quite becoming, but in its adolescence, the seams began to gape, the sleeves left exposed a great length of raw, sinewy, arm; freedom was restrained, and any attempt at deep breathing was liable to pop the buttons. Mutterings and murmurings at this straight-jacket effect grew into open demands for a man's sized suit of clothes—"home made," not made by mother, but home tailored.

One day there appeared from a back alley a strange, naked, urchin in the printed person of the Sydney Bulletin who set up a loud guffaw at the overgrown fellow in the inadequate clothes, and threw barbed verbiage at him, his tailor, and all others who tolerated his condition. To drop the clothing trade metaphor and come abruptly to this political point, the Bulletin grew in public favor as the one and only organ to advocate a republic.

It joshed John Bull, (or rather his now innocuous conservative element), on his home-brewed divine right to rule the world, until in 1900, the Federated States of Australia became an independent Commonwealth, on the best of terms with England and the rest of the world. The Imperialists in the "Old Country" accepted the inevitable, with a philosophy which is characteristic of that level-headed land.

The Bulletin began as a small sheet, but what it lacked in size, was made up for in a colossal daring, a two-fisted logic, a new kind of wit, and a clotted satire which might have suggested the idea of the machine gun to the inventor, the whole not unmixed with a slight infusion of hilarious blasphemy, but nothing vulgar or risque.

Of course, the paper proved a shock to many persons, accustomed to reading nothing but grave and respectable journals; but the younger generation of Australians of all degrees took this wild marsupial to their hearts, and began to hop in step with it. Today, the Bulletin is the one literary idol of a continent, and the weekly gospel of the great majority of the more intelligent people.

It never condescended to cater to the "bone-head," but on the contrary often scalded him with a shower of boiling-hot ridicule, which had a tendency to wake him, if possible, from his mental lethargy, and shame him into an effort to, at least, catch up with what was being said about him.

The Bulletin actually started in business as a journalistic cuckoo. It happened this way. Two smart, but penniless reporters on the Sydney Evening News came to the conclusion that purely Australian aspirations and sentiments were not being catered to in any existing journal in all the land, so they decided to supply what appeared to them as a "long felt want." Apart from their jobs on the big daily, both of them had a side line of work on a religious weekly, where the foreman printer was inclined to be friendly to them. In this office the Bulletin was secretly and costlessly printed.

From the start the paper caught and held a great deal of public attention, even in quarters where it did not inspire admiration. The baby voice of the Australian nation was now heard in the land, and it was not, indeed, a pleasant sound to the ears of the more stolidly conservative colonials, or even the habitually respectable.

And nobody knew where the voice was coming from. In a case such as that, it may well be said that this journalistic waif-and-stray, as well as being a cuckoo, was also something of a ventriloquist. Paragraphs appeared in the religious weekly, denouncing a "scurrilous rag," the Bulletin, which was appearing on the streets; they were written by Haynes and Archibald, who knew how to excite curiosity and, thereby, stimulate circulation.

A minister of the gospel, who was the editor of the religious weekly, while straying about its composing room, discovered the foundling's cradle, in the shape of two forms of type bearing strange devices. His Reverence deciphered a stick or two of the matter, and finding it lacking in the atmosphere of sanctity, put his foot through both frames and pied the lot. The Bulletin did not come out that week.

The founders, John Haynes and J. F. Archibald, were now in something of a position to make other arrangements for the printing and publishing of their sheet. In a bare little room in a back street, they set up their editorial sanctum, which was also their business office, if such a strange thing as business should come their way. On a wall above a packing case, which served as Archibald's desk, hung a water-colored portrait of the departed Adam Lindsay Gordon, who was in his day, and still continues to be, Australia's most beloved poet. The picture was the only thing in the place that conveyed the atmosphere of literature.

Haynes had no desk at all, but wrote his witty, cutting paragraphs on his knee, or in some bar, between whiles in his hustling for advertisements, which were mighty hard to land. Sober, dignified business people looked askance at this "brumby," or wild horse, the Bulletin. Maybe a certain column which bore, and still continues to bear, the brazen heading; "Business, Robbery, Etc.," did not seem altogether like the glad hand to commerce. It may be inferred from this that the morally equivocal complexion of business was, even at that time, no novelty.

The bold editors continued to run this paper in the face of all sorts of difficulties, and by and by ran themselves into jail, owing to lack of funds to meet the damages in a libel action. The Bulletin did not come out that week. The paper had attacked the operator of a pleasure resort, located in one of the hundred or so, little bosky-shored bays and inlets, which are the emeralds set around the great diamond of Sydney's gloriously beautiful harbor.

The customary conduct of the tough "larrikins" and their "clinas," or "janes," who patronized this particular Garden of Eden had long been a public scandal. Truth, or no truth, into jail went the two Bulletin men. The people of Sydney, knowing that the Bulletin had but defended moral cleanliness, held public indignation meetings, raised the amount of the damages, took the two editors out of jail, and accorded them a triumphal procession through the streets, with the multitude marching, bands playing and flags flying. And such is the spirit of an aroused public, that hundreds of the very patrons of the dreamy little haven down the harbor, with its green sward, umbrageous alcoves, wine bowers and rocky nooks, marched behind the very men who had recently torn them to pieces, so to speak.

From that day on, the Bulletin never looked back. I have often wondered whether this incident, and its consequences, was the result of one of those happy disasters, which face about and lead to fortune, or was the effect of a bright piece of stage management. If the latter, it would flavor of the foxy recklessness of John Haynes. After this crisis in its affairs, the paper's stability became such that that whatever it panned, or slammed, incurred general public execration.

Possessing this enormous authority, there has never been a suggestion that it was ever abused. If Haynes and Archibald had been emperors of ancient Rome, they need not have worried about the clamors of the populace for "bread and circuses." To *pan 'em* in the Bulletin, would have pacified them, because the panning would have been so quaintly done. And, apropos of another Roman period, Archibald somewhat resembled in personal appearance the Emperor Julian, if only the latter had had his "beaverage" neatly trimmed a la Van Dyke, before firing the palace barber, which, it may be remembered, was one of his first acts as a ruler.

Archibald's ambition was to help create and foster, a purely Australian literature, totally different from all other schools, styles, or vogues, and truly characteristic of all the strange qualities and quantities that Australia possessed. This, he in a measure, succeeded in accomplishing. But at first it was mighty difficult to wrench the native mind away from thinking in terms of England, Ireland or Scotland; ninety-seven per cent of the people coming of those stocks, which percentage remains the same today. Imagine the task of changing the point of view of an entire people. Of course they numbered only 4,000,000 at that time, and little more than 5,000,000 today. It is a strange thing about peoples that, whether they are in great numbers, or in small, there are always too many.

The ever-growing pages of the Bulletin were now thrown open to contributors from all quarters and classes, and of various degrees of literacy, throughout the length and breadth of the three million square miles of the continent. A raft of tested editors were installed to deal with (and sometimes convert into printable English), the van loads of matter that came pouring into the office.

In an "Answers to Correspondents" column, the budding genius, whose stuff did not get by, was cheerfully insulted to the great amusement of everybody, except the turned-down author. Many people took the Bulletin for no other reason than to be spectators at that bloody arena, the "Correspondents Column." Judging by the success of this method, it would seem that the best way to develop literary genius is to slam it on the head, and not to coddle it.

The young aspirant to fame in letters, who will not persist in "coming back" in the face of jeers, insults and even violence, is not sure of himself, and therefore is not the possessor of the divine spark; he has not even the potentialities of the skilled artist, or the eye of the keen observer, bursting to express himself.

WANTED—A CHRISTMAS STORY

IN keeping with the custom of many years, EDITOR & PUBLISHER will pay $50 for the newspaper Christmas story judged best in the annual contest, which closes December 17.

The winning story will appear in the issue of EDITOR & PUBLISHER for December 22.

TRUE STORIES WILL BE GIVEN PREFERENCE

There are no fast and tight rules but the judges will show a preference for a newspaper story that rings true. Locked-up in some newspaper office there is just the story we have been searching for all these years. If you know that story, write it tonight and send it along to the

CHRISTMAS STORY EDITOR
EDITOR & PUBLISHER

WILEY PRAISES EDITORS

Glad They Omit "Objectionable" and Suggestive Matter from Columns

Regular advertising, far from the opinion held by some, is an economy rather than an added expense, Louis Wiley, business manager of the New York Times declared in an address before the Hoboken Rotary Club, Nov. 20. It enables the manufacturer to produce his product at lower cost and sell at a lower price, he said.

"Experience of the large advertisers has been that the public soon forgets," Mr. Wiley said.

Mr. Wiley opened his address by telling of the place now held by the modern newspaper.

"There is one point on which self-respecting newspaper publishers may take pride," he declared, "and that is the absence of suggestive material from their columns, and notably of that kind of suggestion which is the motive of many books published in these days.

"The reaction to objectionable literature may be one of the results of the chaotic morals following the World War, and it is gratifying to know that the best newspaper editors have not followed in the wake of imaginative writers."

Picture Papers Want U. S. Ads

To place before American advertisers some "sound reasons" for weekly newspaper advertising in Great Britain, six of the leading illustrated weekly magazines of England have issued a booklet called the "Big Six." The book contains examples of color, rotogravure, and half-tone illustrations which appeared in recent issues of the Illustrated London News, the Sphere, the Sketch, the Tatler, Eve, and the Illustrated Sporting & Dramatic News.

LOCAL-NATIONAL RATE RULES DIFFER WIDELY, POST-DISPATCH FINDS

Answers to Burbach's Questionnaires, Sent to 11 Metropolitan Dailies, Reveal Confusing Situation—Agency Commissions Involved—Lineage Comparisons Impossible

By ROY M. EDMONDS

What is national advertising?

What is local advertising?

The wide divergence of opinion among the newspaper publishers of the country on these points is emphasized by replies to questionnaires sent out by George M. Burbach, advertising manager of the St. Louis Post-Dispatch. Mr. Burbach wrote publishers of leading dailies in eleven metropolitan cities to ascertain the practice of newspapers in differentiating between local and national advertising.

George M. Burbach

One newspaper in New York reported that it had the same rate for both classes. The other publications gave in detail answers to four questions put by Mr. Burbach, indicating a lack of uniformity. This situation results in confusion. Rates and commissions to advertising agencies are involved. Statements of lineage of national and local advertising "don't mean anything," because what may be classified as local advertising by one newspaper is regarded by another as national, and vice versa. It makes comparisons impossible.

Here are the questions asked by Mr. Burbach:

1. What are the factors determining whether an account is measured as local or national advertising?

2. If one of your local manufacturers places advertising with you through a local agency, is it considered local or national advertising?

3. How do you construe automobile advertising where the copy is ordered by the agency, but a portion of the cost is billed direct to the local dealer?

4. How do you construe the advertising of chain stores, such as Regal shoes or Truly Warner hats, where the copy is received from and billed to an advertising agency?

After Mr. Burbach had analyzed all the replies, he issued new instructions governing the classification of national and local advertising by the Post-Dispatch. Editor & Publisher gives the replies, omitting for obvious reasons the names of the towns and the newspapers, as follows:

Reply Number One: 1. The principal factor in determining whether an account is local or national is whether the advertising appeal is in behalf of general distribution and sale, or strictly localized selling at retail. If it is an article sold generally over a number of states or in a national field, the first consideration would be that it is a national account, although this is subject to further consideration as to whether the advertising appeal is strictly local.

2. A local manufacturer is admitted to our columns at the local rates, if he desires, but in placing his copy through an agency we do not allow any agency commission.

3. Automobile advertising has been accepted under special classification at a flat rate of 20 cents an agate line. Where an account is billed 50 per cent to the local dealer and 50 per cent to the agency, commission is paid to the agency on that part which is billed to them.

4. Advertising for chain stores, such as Regal shoes, etc., is accepted at the local rate, if they desire.

Reply Number Two: 1. Our practice in determining whether an account is measured as local or national advertising in the past has been based purely upon the rate. That is to say, all business ordered at the national rate is measured and charged as national advertising.

2. We have on various occasions received copy from local manufacturers placed through a local advertising agency. Where the local manufacturer is using newspapers outside of this city, the local advertising agency will, in most instances, place the contract at our regular national rate. When the campaign is strictly local, however, the agency usually makes arrangements for the local rate, with the understanding, of course, that they are not commissionable. In the former case, the copy is carried as national advertising. In the latter case, it is carried as local advertising.

3. We maintain the same automobile rate for both local and national advertising, and where we receive an order from an agency with instructions to bill half of the cost to the local dealer, we credit half of the advertising to local lineage and half to national lineage.

4. The advertising of Regal shoes and Truly Warner hats at the present time is being credited to local advertising, due to the fact that last year the local manager learned of a lower rate for local advertising, and upon taking this up with his principals, suggested that a contract be written over the local rate card. Formerly, however, this advertising was billed at the national rate, and, of course, at that time credited to the national advertising lineage.

Reply Number Three: 1. Several factors enter in the determination of local or national advertising. Primarily, we believe the designations local and national represent the kind of advertising, and not the source from which copy is received. Local or national is, therefore, determined from the nature of the product advertised and the scope of the advertiser. It is easy to designate these, as, with but few exceptions, the rate determines the kind of advertising. Purely local merchants, therefore local advertisers, pay a local rate. Manufacturers, etc., pay a different and higher rate, which automatically classes them as national.

2. Local manufacturers placing advertising through agencies would be considered national advertising.

3. We consider all automobile advertising as local advertising irrespective by whom placed or to whom charged.

4. Such advertising of retail stores would receive local merchants' rate and would be classed as local advertising. In such instances the advertisement is purely that of the local merchant.

Reply Number Four: 1. We class all manufacturers, jobbers and wholesale distributors, or all advertisers not doing business through a local retail outlet directly to the consuming public, as foreign or national advertising. All local retail stores or services doing business directly with the consuming public are classed as retail or local advertising.

2. A local manufacturer doing business through distributors, jobbers or wholesale houses is considered a national advertiser, and where the business is handled by a recognized local agency, commission is allowed. Where the business is handled direct with the manufacturer, the national rate net is charged.

3. Automobile advertising coming directly from a factory, or coming from a factory through a recognized advertising agency, either local or outside, is considered national. Where the copy is ordered by an agency, but part of the cost billed direct to the local dealer, the agency half is billed on the national rate and commission allowed, and the local half is billed directly to the dealer on the local rate net.

4. The advertising of chain stores, such as Regal shoes or Truly Warner hats, etc., is considered local retail copy and is obliged to make a local net contract on the same basis as any other purely local shoe store or hat store. Where an agency handles such accounts the rate is net, with no commission or cash discount, the same as it would be if the advertising is handled directly with the retail store.

Reply Number Five: 1. We have one simple rule by which we determine whether an account is local or national. It is as follows: An advertiser is entitled to the local rate only when he sells to the public solely through one or more retail shops which he alone owns and controls.

2. Local advertising placed through a local agent is considered local, in our measurements, and, of course, enjoys the local rate.

3. All automobile advertising is classed as national.

4. Chain stores are considered local.

Reply Number Six: 1. If advertising is of a national character and placed through an agency, an agency commission is paid, it is measured as national advertising.

2. When a local manufacturer places advertising through a local agency it is classed as national advertising if billed to the agency. However, if it is placed by an agency and billed direct to the advertiser, it is classed as local advertising.

3. Automobile advertising, where copy is ordered by the agency but a portion of the cost is billed direct to the local dealer, it is divided between national and local, according to the percentage of the advertising for which the local dealer pays.

4. Advertising of chain stores where copy is received from and billed to an agency is classed as national.

Reply Number Seven: 1. We determine whether it is local or national if it is for sale by local retail merchants having strictly a retail store. It is then local advertising.

2. All local manufacturers are national.

3. All automobile advertisers are national.

4. All chain stores handling a strictly retail business are local.

Reply Number Eight: 1. The prime factor determining whether an account is local or national is when the advertiser is doing a local retail business permanently in a local retail section.

2. A local manufacturer placing advertising with this paper through a local agency would be considered a national advertiser unless this manufacturer was also selling at retail.

3. Automobile advertising, where the copy is ordered by the agency but a portion of the cost is billed direct to the local dealer, is always considered national.

4. The advertising of chain stores, such as Regal shoes or Truly Warner hats, is counted as local.

Reply Number Nine: 1. An account is regarded as local if it originates in our own county or is paid locally.

2. An advertisement inserted by local manufacturers through a local agent is strictly local.

3. We do not split costs of any particular advertisement; an automobile advertisement placed by an agency in the East, and paid for by them, would be foreign, but if paid for by the local representative, would be classed as local.

4. Chain store advertising, such as Regal shoes, Truly Warner hats, placed by and billed to an advertising agency in the East, is considered as national.

Reply Number Ten: 1. This paper classifies display advertising as either retail store or general. To obtain the retail store rate, the space contracted for is to be wholly for the use of the local retail store advertiser named on the face of the contract.

2. General advertising.

3. All automobile advertising is billed at general rates, whether it comes from factory or local agents.

4. All chain stores doing a retail store business, such as Regal shoes or Truly Warner hats, are billed at the retail store rate, which is net, whether placed direct or through an advertising agency.

Reply Number Eleven: 1. We determine whether an account is national or local by its methods of distribution of its merchandise. If the advertisers distribute through dealers, it is classed as national, or if through dealers in part and to the consumer in part, it is classed as national.

2. Copy coming from any local advertiser through an advertising agency may be considered as local advertising, and we pay no agency commission.

3. If the agency pays for automobile advertising on a 50-50 basis, then we class it as national business; but if we get the copy from the dealer, and bill him, then it is classed as local business.

4. We class chain store advertising where the executive offices, factory, etc., are located outside of our territory, such as Regal shoes, etc., where copy is received from and billed to an advertising agency as national business.

BURBACH'S RULES FOR CLASSIFYING ADVERTISING ACCOUNTS

CLASSIFY As National Advertising: Manufacturers, jobbers and wholesale distributors, regardless of geographical location, not doing a local retail business or giving a local service to the consumer direct.

Railroad advertising, regardless of whether placed through local railroad representatives, general offices in St. Louis or elsewhere, or through advertising agencies.

Automobile advertising: Copy placed by the factory or through advertising agencies, either in or outside of St. Louis, and paid for at either of these sources is to be classed as national. Where the factory or agency pays part and the local dealer part, measure as national that part paid for by the local dealer.

Class As Local Advertising: All retail stores (not transients) conducting a strictly local retail business in St. Louis. This includes, St. Louis manufacturers who also advertise to sell at retail either at the factory or a selling branch under the same name. Bank and financial houses with headquarters in St. Louis, and miscellaneous advertisers, where the sale is made direct to the purchaser and not through agents, retail dealers or the mails.

Local service advertisers such as dentists, opticians, and specialists, etc., Dairies and ice cream manufacturers and the like with headquarters in St. Louis regardless of whether they do a wholesale or retail business. Chain stores such as Regal, Douglas and the like, whether the advertising is received direct or thru an agency are to be classed as local advertisers.

Advertising emanating locally and dealing with the consuming public directly or indirectly is to be classed as local advertising. All coal advertising done by coal advertisers with offices in St. Louis, regardless of whether they sell by the ton or carload lots.

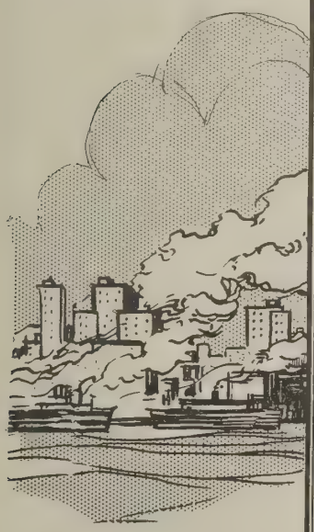
Poor Richard Banquet Jan. 17

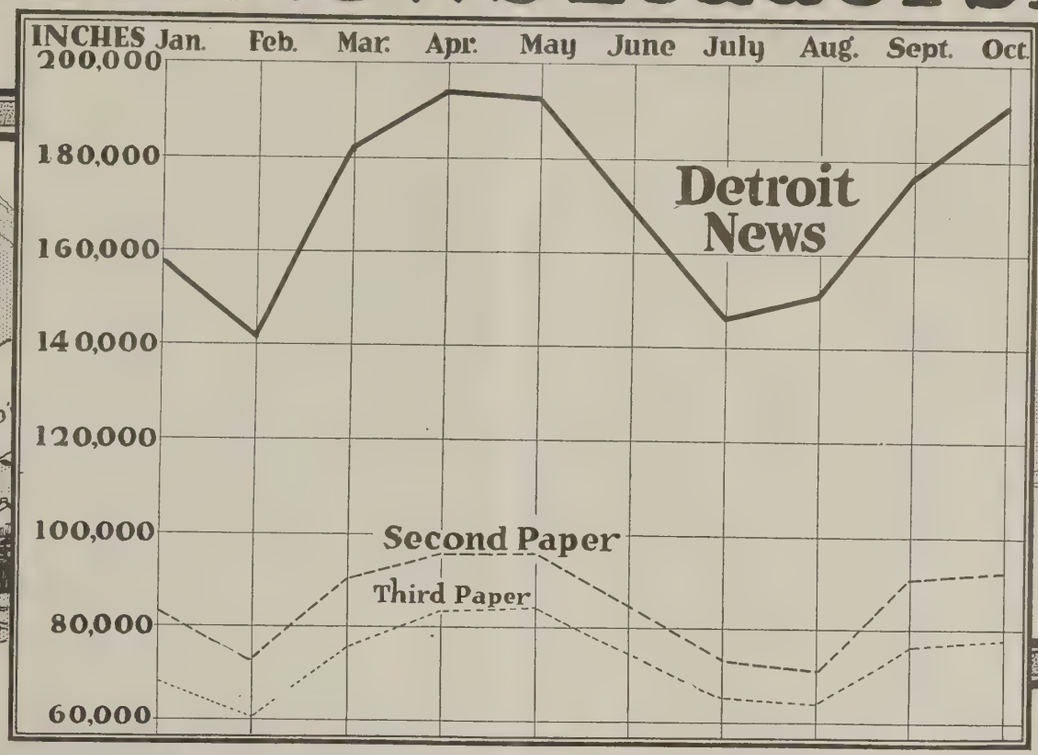
"On to London" will be the feature of the annual banquet of the Poor Richard Club, Philadelphia, on Benjamin Franklin's birthday, Jan. 17. The banquet will be held on shipboard, and speeches and discussion will center around the trip to the London Convention of the Associated Advertising Clubs of the World.

Work Progresses on A. P. Office

Work is progressing rapidly in the installation of wires connecting the new uptown New York general office of the Associated Press at 383 Madison avenue with the outside wire system. The new office will be on the sixth floor.

A Graphic Picture of Detroit News Leadership





Detroit News Prints 23,900,296 Agate Lines Of Advertising First 10 Months Of This Year

FEW cities of more than a million population possess one newspaper that covers the field so thoroughly as the Detroit News. That explains the unique advertising leadership of The Detroit News. Few cities of Detroit's size can boast of a medium which publishes more advertising than all other competitors combined.

During the first ten months of this year The News published 23,900,296 agate lines of advertising, the second paper printing 12,015,836 lines, and the third 10,629,738.

The Detroit News has the greatest circulation in Michigan, either week day or Sunday, and the greatest circulation in its history, giving advertisers a rare opportunity to cover the whole rich Detroit market with one newspaper—a fact well appreciated by those who know the Detroit field.

A glance at the chart above indicates to what extent The Detroit News is chosen the advertisers' exclusive medium. Month after month The News shows enormously greater volumes of advertising than either of the other two papers, and a greater volume than both combined.

The Detroit News

275,000 Circulation Daily: 275,000 Sunday, Greatest in Michigan.

ABLE REPORTERS, HIGHLY PAID, PROVE AN ECONOMY, McCABE FINDS

His Chart System Condemns the Cheap Staff Idea as Costly and Shortsighted—Better Pay Means Increased Production, Fewer Turn-Overs

"SWEETER music ne'er was heard" by newspaper reporters than the statement of Robert C. McCabe, managing editor of the Baltimore News, made recently to a representative of EDITOR & PUBLISHER, to the effect that it pays to employ able reporters and pay them adequately for their services.

The theory that it is good business to get high-class men and pay them well is old enough, but the practice in newspaper offices has not always been in accord with the theory. No one heretofore has brought forth statistical evidence to prove it, and the need for constant economy has militated strongly against it.

But "Bob" McCabe, as he is familiarly known by the men who have experienced the beneficial effects of his practical wisdom regarding salaries, shows that the old miser, Mr. U. R. Shortsighted, so frequently mistaken for his twin brother, Mr. I. M. Prudent, is dead wrong in his precepts, which call for employment of the cheapest editorial staffs obtainable.

Mr. McCabe convinced himself several years ago that the ablest men are the most abundant producers and that it is good economy to pay them in proportion to their ability. His system of proving this first occurred to him when he was managing editor of the Boston American. He found upon his staff a most charming young woman who eagerly and earnestly rattled the keys of her typewriter for more hours a day than any other member of the staff. She left no doubt but that she intended to make a mark for herself in the profession of journalism. But when Mr. McCabe sought her copy in the paper he had some difficulty in finding it. The copy desk evidently did not have a very high regard for her ability. Very little of her work got by the Philistines and reached the composing room.

Further investigation showed that although this young woman wrote reams of copy and drew a salary of $35.00 a week, her work cost the paper the first week, when a record of her production was kept, not less than $421.00 a column. The second week it cost the paper about $390.00 a column. In other words, less than one-tenth of a column of her copy was used during the week.

This led to an application of the same methods of accounting to the work of other reporters. The amount of space given their stories was divided by the amount of their salaries to arrive at the cost per column of their copy.

This method of partially evaluating the work of reporters now is employed upon the Baltimore News. The following table shows how it works out:

		Salary	Cost per Column: First Week	Cost per Column: Second Week
Local Reporters ..	A—	$70.00	$10.80	$8.20
	B—	40.00	5.20	5.80
	C—	80.00	8.80	7.00
	D—	28.00	7.00	8.60
	E—	30.00	3.80	6.40
	F—	25.00	2.80	3.80
	G—	60.00	12.00	9.20
District Men	H—	50.00	7.40	9.20
	I—	45.00	7.20	5.00
	J—	28.00	10.80	8.40
	K—	25.00	9.40	8.60
	L—	25.00	4.80	5.20
	M—	30.00	8.00	9.60
	N—	28.00	22.00	15.00
	O—	25.00	10.00	20.80
	P—	30.00	5.20	7.60
Re-write	Q—	85.00	5.40	4.20
	R—	30.00	2.20	5.80
	S—	70.00	7.80	7.80
Sport Department	T—	65.00	6.40	5.20
	U—	12.50	5.40	4.20
	V—	28.00	5.80	6.20
	W—	30.00	2.40	2.60
	X—	17.50	2.60	2.40
Art Department..	Each man's work runs from 60 cents to $6 a column, according to character of work.			

The same method is applied to the various news services which the paper buys, and it is found that for the Baltimore News some services are more economical than others.

The method of applying the system is exceedingly simple. The newspaper each day is marked by each department, the name of the reporter or news service contributing each story being written upon it. For instance, the assistant city editor marks the name of the reporters on local stories; the head of the copy desk marks the telegraph news, indicating the contributions of each news service; the sports editor shows who wrote the sports stories; the financial editor marks his department's contributions, and the man in charge of the art department marks the contributions from his men.

The next day, an auditor, who in the case of the Baltimore News is Mr. McCabe's secretary, measures the contributions of each man and credits him with his production. At the end of the week a tabulation of results is made.

While the results thus obtained do not take into consideration all elements of a reporter's work, they serve as a rough guide for many practical purposes. Take the reporter marked as "F" at a salary of $25 a week. He was a new man. The first week his services cost the paper only $2.80 a column, the second week only $3.80 a column. Mr. McCabe spotted him at once from the weekly report as a go-getter, saw in him the making of an excellent newspaperman and is watching him closely. Such men Mr. McCabe believes is economical to reward with increased salaries.

When an increase cost per column shows up against a man's name. Mr. McCabe at once consults his city editor, or head of the department in which the man is working. It may be that the man is sick or on an investigation, or there may be other causes. In any case, he looks for the cause at once and tries to remove it when possible. This sometimes results in transferring a man to other work for which he is better fitted, or it may mean a timely admonition which helps the man get a better grip upon himself or his work.

To supplement the record of quantity production, however, a record is kept of the number of exclusive stories turned in by each reporter. The heads of such stories, in addition, are posted upon the bulletin board in the office every day to stimulate friendly rivalry and interest in digging up news. Also, the quality of the language, and the importance of the work a man is doing, is taken into consideration before any action is taken.

These methods have resulted in a comparatively slight turnover of reporters upon Mr. McCabe's staff. Difficulties usually are adjusted before they interfere seriously with a man's work, and substantial justice in relative salaries is arrived at.

FOR the first ten months of 1923, The Baltimore Sun (morning, evening and Sunday) carried

26,408,667

agate lines of paid advertising, an increase of 2,615,213 agate lines over the corresponding period of 1922.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

PRESS CRITICS ANSWERED

Talcott Williams Says Dailies "Cover" Nation as Never Before

Critics of the American press were emphatically answered this week by Talcott Williams, a journalist for 50 years, and director emeritus of the School of Journalism, Columbia University, New York, when he told the school that American newspapers were "covering" the nation with an accuracy never known before.

Mr. Williams upheld the standardization of national news.

"The nation receives the news at once and thinks at once," he said. "News should be standardized, especially in Washington.

"Standardization of news brings standardized public opinion and this in turn rules both political partes and the national legislature.

"About 50,000 men and women, who collect and edit this news, bring about this peaceful decision that settles the course to be laid by this Ship of State on peaceful and prosperous seas, while Europe, with nations low and children hungry, has its guns out."

Completes 69-Year Span

The Nebraska City News, the oldest newspaper in the state of Nebraska, celebrated its 69th birthday on Nov. 14. The first fifteen issues were printed on the Iowa side of the Missouri river. Number 16 was published at Bellevue, Neb., Nov. 14, 1854.

GAINS IN 23 CITIES

October Newspaper Lineage Continues Year's Upward Trend

Twenty-three of the 29 cities, whose newspapers' October advertising was measured by the New York Evening Post Statistical Department, showed gains, although the month in 1923 had four Sundays against five in 1922. The 1923 October lineage was 127,226,457 lines, a gain of 4,302,427 lines over the October, 1922, totals. Gains were made by 81 of the 126 papers listed, with 43 showing losses, and two no comparisons. The summary by cities follows:

Summary of Advertising by Cities

	1923	1922	Gain
New York....	16,466,140	15,870,962	595,178
Chicago	7,486,350	7,275,537	210,813
Philadelphia...	8,196,388	7,761,602	434,786
Detroit	5,066,698	4,938,626	128,072
Cleveland	4,353,000	3,961,200	391,800
St. Louis.....	4,311,240	4,418,420	*107,180
Boston	5,964,113	5,955,012	9,101
Baltimore	4,867,060	4,545,157	321,903
Los Angeles..	8,395,159	7,730,786	664,373
Buffalo	3,871,706	3,655,557	216,149
San Francisco.	4,960,327	4,896,136	64,191
Milwaukee....	3,289,676	3,093,982	195,694
Washington...	4,472,132	4,657,889	*185,757
Cincinnati ...	3,607,500	3,420,000	187,500
New Orleans.	3,379,987	3,356,224	23,763
Minneapolis...	3,350,027	3,431,514	*81,487
Seattle	2,764,230	2,606,674	157,556
Indianapolis...	3,057,516	3,058,179	*663
Denver	2,322,264	2,503,004	*180,740
Providence....	2,985,788	2,804,500	181,288
Columbus	3,510,964	3,781,338	*270,374
Louisville	3,071,374	2,816,675	254,699
St. Paul.....	2,642,150	2,545,942	96,208
Oakland	2,206,932	1,998,444	208,488
Omaha	2,328,471	2,288,072	40,399
Birmingham...	2,180,626	1,801,814	378,812
Richmond	2,324,207	2,180,814	143,393
Dayton	3,001,166	3,000,242	924
Houston	2,793,266	2,569,728	223,538
Totals.....	127,226,457	122,924,030	4,302,427

*Loss.

Arthur Brisbane's Comment on "THE GREATEST JOURNALISTIC ACHIEVEMENT of the YEAR"

Today

The Mill for Doctors.

By ARTHUR BRISBANE

Copyright, 1923, by Star Company.

The St. Louis Star renders great service to the country in its exposure of a medical diploma mill, turning loose upon the country an army of ignorant, dangerous men equipped with "diplomas" authorizing them to practice medicine and destroy life.

This exposure by the St Louis Star ought to fill with deep gratitude medical men in every part of the country, and with deeper gratification the mothers and fathers, often at the mercy of "doctors" in whom the only knowledge required was how to find $500 to buy a diploma.

Medical men who have been content to sit on state boards, confining their activities to attacks on other schools of healing, never finding time to investigate their own house and put it in order; ought also to be interested in the work that The Star has done for them

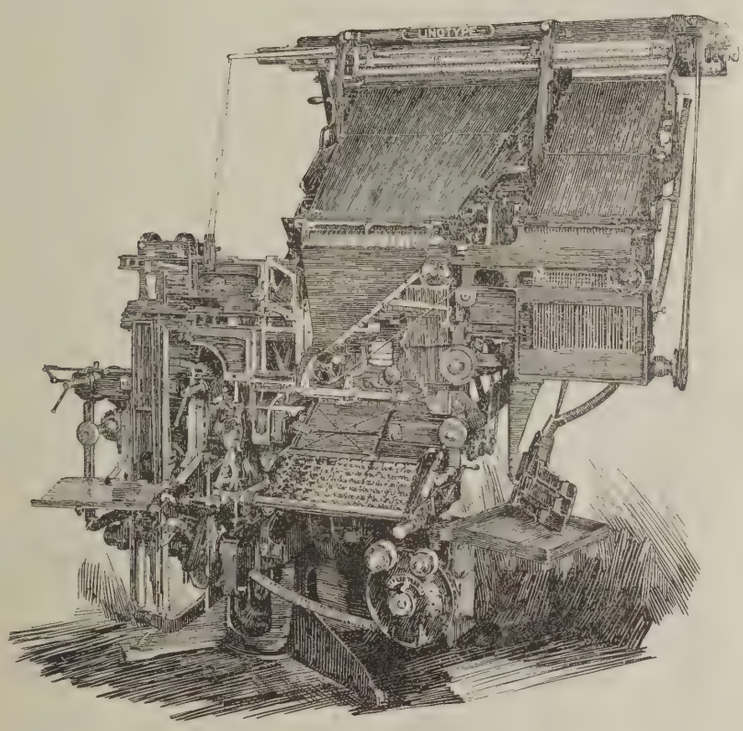
Oct. 26, 1923.

THE ST. LOUIS STAR

National Advertising Representative
THE S. C. BECKWITH SPECIAL AGENCY
New York Chicago Detroit St. Louis Kansas City
Atlanta San Francisco Los Angeles

THE SINGLE KEYBOARD MODEL 22

TRADE LINOTYPE MARK



All three main magazines and the auxiliary operated from one power-driven keyboard.

All magazine changes from front without disturbing the other magazines or the auxiliary.

Either short or full-length magazines in any position as desired.

Operative position-shifts made instantly without the operator leaving his seat.

Magazines taken off and put on in 15 seconds.

Magazines equipped with Automatic Locking Bar.

Water-cooled Mold Disk.

Sets Heads and Advertising Display—As great a variety of faces as needed can be set with the same speed and economy as straight matter.

Three Main Magazines—Accommodating faces up to full 36 point.

Wide Auxiliary Magazine—34 channels, accommodating a font of caps and figures up to full 24 point and larger sizes of condensed faces.

One Power-Driven Keyboard—The auxiliary is operated from the same power-driven keyboard and consequently at the same speed as the main magazines.

Quick Magazine Change—The three main magazines and the auxiliary are always on the machine ready for instant use. In addition, as many more faces as desired can be carried in extra magazines, either short or full length. Any magazine can be changed—from the front of the machine—in a few seconds.

All the Advantages of the Single Keyboard Model 14—This machine is essentially the same as the Single Keyboard Model 14 except that it has 72 channels in the main magazines instead of 90.

Mergenthaler Linotype Company

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

FORCING OBSERVANCE OF AD DEADLINES RELIEVES COMPOSING ROOM STRAIN

Control of Copy Has Enabled Milwaukee Journal to Handle Increased Volume of Advertising Without Enlarging Mechanical Force

By OSMORE R. SMITH

EDITORIAL NOTE—Mr. Smith is a member of the Milwaukee Journal's planning department. This is the second of three articles.

IT is characteristic of the human animal to be late. To be ahead of time requires actual physical and mental effort by the most of us, and it is easier not to make the effort.

The newspaper advertiser is no exception to this rule. If the publisher will accept advertising copy during the process of publication he will receive a very considerable percentage of his total copy at this time. Most of the advertisers are retail merchants and advertising to them is purely incidental to selling. Only the larger stores employ trained advertising staffs to prepare their copy.

To determine the actual conditions of flow of its advertising copy, The Milwaukee Journal instituted a copy record, in which was listed each piece of copy as it was received, the time of its receipt, the time of dispatching proofs and receipts of alterations, and information concerning cuts and mats with copy. An analysis of this record as kept for a period of approximately a month, revealed that nearly 25 per cent of the total copy, in lineage, was received after 5 p. m. on the afternoon preceding publication, and that 4 per cent was received on morning of publication. In number of advertisements the percentage was more than 50, the early lineage being swelled by four department stores which delivered their copy on morning of publication was the direct cause of remaking 22.5 per cent of the total pages made up during the period covered.

A closing time of 10 o'clock on morning of publication had been the management policy, but the policy was not enforced. If the advertising department wanted to get an ad in at 11 o'clock, and advertising departments do not like to refuse advertising at any time—the ad went in. The facts ascertained in connection with the use of the copy record early made plain that this disregard of mechanical limitations did not pay.

A 10 o'clock closing, even had it been enforced, would have been little better than no closing at all, for it made impossible a definite determination of the size of the paper in time for the early editions, and created a constant uncertainty in the composing room as to what was going to occur next. It was therefore decided to fix the closing at 6:30 on the afternoon prior to publication this time being well in advance of actual publication yet late enough to permit the merchant to get his copy in after store hours.

From its study of the advertising copy record, the planning division determined just what advertisers were late with copy. It found, for example, that certain furniture houses which advertised heavily on Fridays invariably waited until Thursday night to turn in their copy. There was no particular reason for this. Furniture is not a readily perishable commodity; neither are furniture prices ordinarily subject to quick fluctuations. Furniture advertising copy, therefore, ought to be available well in advance of publication. Acting on this theory, the planning division laid the matter before the advertising department (all dealing with advertisers is through this department) and requested cooperation to get earlier copy. The result was that most of the Friday furniture copy was obtained on Tuesdays and Wednesdays, and was in type and corrected by Thursday afternoon.

What was done with the furniture houses was also accomplished with other advertisers. The record of individual advertisers on copy from day to day and week to week was studied to determine the earliest practicable time their copy could be obtained. Then each individual advertiser was followed up to get him to submit his copy regularly at that time. In the case of consistent advertisers, particularly the larger advertisers, a follow-up card record was kept and is still kept, of each advertiser in order to prevent him losing the early copy habit.

Not all late copy is the fault of advertisers; solicitors are dilatory, too. Occasionally they will carry an ad around in their pockets for half a day before turning it in to the office, or allow it to lie on their desks. So the solicitor had to be reached with the early copy message, and the importance of prompt handling of copy in better service to the advertiser.

An even flow of copy is no more important to composition than is intelligible copy. It had been the experience of The Journal that those advertisers who were the most tardy with their advertisements were usually the ones whose copy was the poorest. Requiring advertisers to submit copy further in advance of publication, of itself helped to improve the copy, less haste being evidenced in its preparation. Making the planning division responsible for getting copy to the ad alley in such shape that composition would be expedited, resulted in still greater gains. The dispatching section of this division, which handles all advertising copy and proofs, and all service related to the production of advertising, scans each piece of copy as it comes from the sales department to determine whether it conforms to the required standards and if it does not, seeks to get such conformity before sending it to the composing room.

It is a cardinal rule of the planning division that no copy shall go through unless it is intelligible, and complete both as to copy and cuts. When incomplete copy is passed along for composition, as it must occasionally to expedite the work of the printers, definite steps to get the missing matter have first been taken.

One of the curses in composition of newspaper advertisements has been the unlimited revision of the set-up. The advertiser not having a very clear idea as to what he wants, or knowing little of the fundamentals of type display, gives the newspaper an ad with instructions to show him a proof. When he gets the proof, with its visualization of what his copy is going to be, he is sure it is not what he wants. So he proceeds to change it or completely rewrite it and sends back the mutilated job with a request for another proof.

Alterations by The Journal's advertisers formerly accounted for more than 25 per cent of the time of the ad alley, operating on the basis of a day and night shift of eight hours each. To meet this condition it was decided to borrow a leaf from the experience of commercial printers and to charge actual time for all alterations from the original copy. It was further agreed that alterations on day of publication should be limited to changes in prices made necessary by market fluctuations. As a result of the consistent enforcement of this policy over a period of two years, material alterations have been almost eliminated with all advertisers except four department stores, and the alterations of these stores have been reduced fully half and restricted to the first proofs.

Delivery of proof to advertisers, previously handled in most instances by solicitors, was undertaken by the planning division. The advertising districts were divided into zones and messengers working out from this division, made deliveries in each zone picking up new copy, cuts and altered proof on their return trips.

Scheduling of advertising for make-up was removed from the composing room and made the sole job of one man in the planning division. The placing of advertising demands knowledge not only of the reasonable desires and peculiarities of advertisers but also of the needs of the editorial department and the limitations of the production machinery. The person responsible for placing it must be able to weigh the demands of the conflicting interests involved, and so schedule the advertisements that the interest of the whole paper is served, rather than the seeming interest of any one department. Taking the scheduling out from under the direct influence of those departments most immediately affected, has enabled The Journal to better serve both its advertisers and its readers.

Moreover it has greatly expedited the actual make-up, as the advertising is all placed, on paper, when the make-up force reports for work and nothing is required but to arrange the ads in the forms as indicated.

Much of the benefit resulting from more effective organization cannot be measured exactly in dollars and cents, because there has been no exact measurement of the waste which preceded it, and because so much of the benefit is intangible.

It is significant, however, that The Journal has essentially the same organization in its composing room, in numbers, that it did four years ago, although the advertising has increased by several million lines during the same time.

The more effective control of advertising copy has been in enabling the ad alley to attain this result.

CLARENCE

by CRAWFORD YOUNG

The El Paso Times, El Paso, Texas is the new newspaper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

The New Haven Register

Carried over 3,000,000 lines more Advertising than the next New Haven paper for the first nine months of 1923.

It is the paper that brings results and advertisers know it.

Paid circulation, Daily and Sunday average, over 37,000 copies per issue or greater than the next two papers in the New Haven field combined.

Julius Mathews Special Agency

Boston New York Chicago Detroit

S. N. P. A. CONSIDERS FREE SPACE EVIL

Will Return Press Agent Copy As Advertising, Directors Resolve at New Orleans Meet—Take Sight-Seeing Trips

NEW ORLEANS, La., Nov. 20.—At a meeting of the S. N. P. A. directors held in New Orleans, Nov. 17, 18 and 19, members were of the opinion that the association should employ a labor commissioner to handle labor problems. It was decided to present this question at the next annual meeting of association.

The entire day, Monday, Nov. 17, was given over to business. A letter was read from James W. Brown, of EDITOR & PUBLISHER about "Evils of Free Publicity." The directors decided to do everything possible through the association to overcome this evil. A resolution was passed requiring publishers to send matter back to press agents stamped "advertising."

The Committee on Advertising report was made by Chairman Edgar M. Foster, Nashville (Tenn.) Banner. He said $15,000 had been raised out of a contemplated $20,000, and the goal would be reached before Jan. 1. This is in connection with a campaign to advertise the South through Southern papers. It was decided to have papers in Southern states interchange this copy.

The 1924 meeting place was not selected. A number of invitations were presented, among them one from the United Fruit Company to meet on board one of its steamers on a cruise from New Orleans to Havana, Cuba. Invitations also came from French Lick, Asheville, and other places. The selection was left to the officers. The dates were left open because of a possibility of conflicting with the A. N. P. A., other national conventions, and the convention in London.

Sunday morning the members were guests of the Port Commission of New Orleans on an inspection trip of the river front as far as the Dock Board jurisdiction extends.

Saturday was given over to a trip through the Strawberry Belt as guests of Charles Weinberger, "Banana King," in three private cars comprising a special train furnished by officials of the Illinois Central Railroad. The members were guests of Weinberger at breakfast at his hunting lodge near Hammond, La. They returned by train to Baton Rouge where they were guests of Gov. Parker on an inspection trip of the new agriculture colleges in course of construction. They returned to Weinberger's hunting lodge for a banquet that night.

A Resolution was passed Monday in memory of the late Col. W. J. Crawford, publisher of the Memphis Commercial Appeal.

State and national legislative matters were discussed. Freight rates on paper, as well as on cores to the mill were also considered. As a result of association activities, members have saved considerable sums through the prevention of a proposed increase in rates, and bringing about a re-adjustment of present rates.

ELECTROTYPERS WIN RAISE

Strike Threat Yields $2 Increase at Crowell Plant

SPRINGFIELD, O., Nov. 21.—A strike of electrotypers at the Crowell Publishing Company, was averted Nov. 20, when the union and the company reached an agreement whereby the men are granted a $4 increase per week, retroactive to Oct. 18, and at the end of three months get an additional $2 week increase. The new scale will make the present day wages $42 a week, and that of night men $45.

The agreement was reached after the union men, at a meeting Monday night, voted to walk out unless an agreement was reached immediately. Negotiations with the company had been in progress for some time. The agreement, it was said, is a compromise between the last proposal advanced by the union and that made by the company, represented by J. E. Miller, vice-president. About 40 men are said to be affected by the agreement.

The Crowell Company, publishers of the American, Woman's Home Companion, Mentor, and other magazines, recently had a dispute with its union printers as reported in EDITOR AND PUBLISHER. In this latter case the union men were replaced with new employes, the union men charging they were locked out by the company.

Arbitrating with N. Y. Engravers

Senator Royal Copeland, and Justices William P. Burr and Edward J. McGoldrick of the New York Supreme Court as a board of arbitration in the points at issue between the Publishers Association of New York City and the local photo-engravers' union, heard arguments last night at the Bar Association rooms.

NAST FORCES STRIKE

Union Men at Vanity Fair Plant Ask 44-Hour Week

Compositors and pressmen employed at the Conde Nast Press, Sound Beach, Conn., publishers of Vanity Fair, went on strike Nov. 19. The men claimed 60 workers in the composing room and 40 in the pressroom went out.

W. B. Brittain, representative of the International Typographical Union, said the trouble was over both wages and hours, that the schedule had been 48 hours, and the union rules call for a 44-hour week. The concern is said to maintain an open shop, but the strikers are the union men in it.

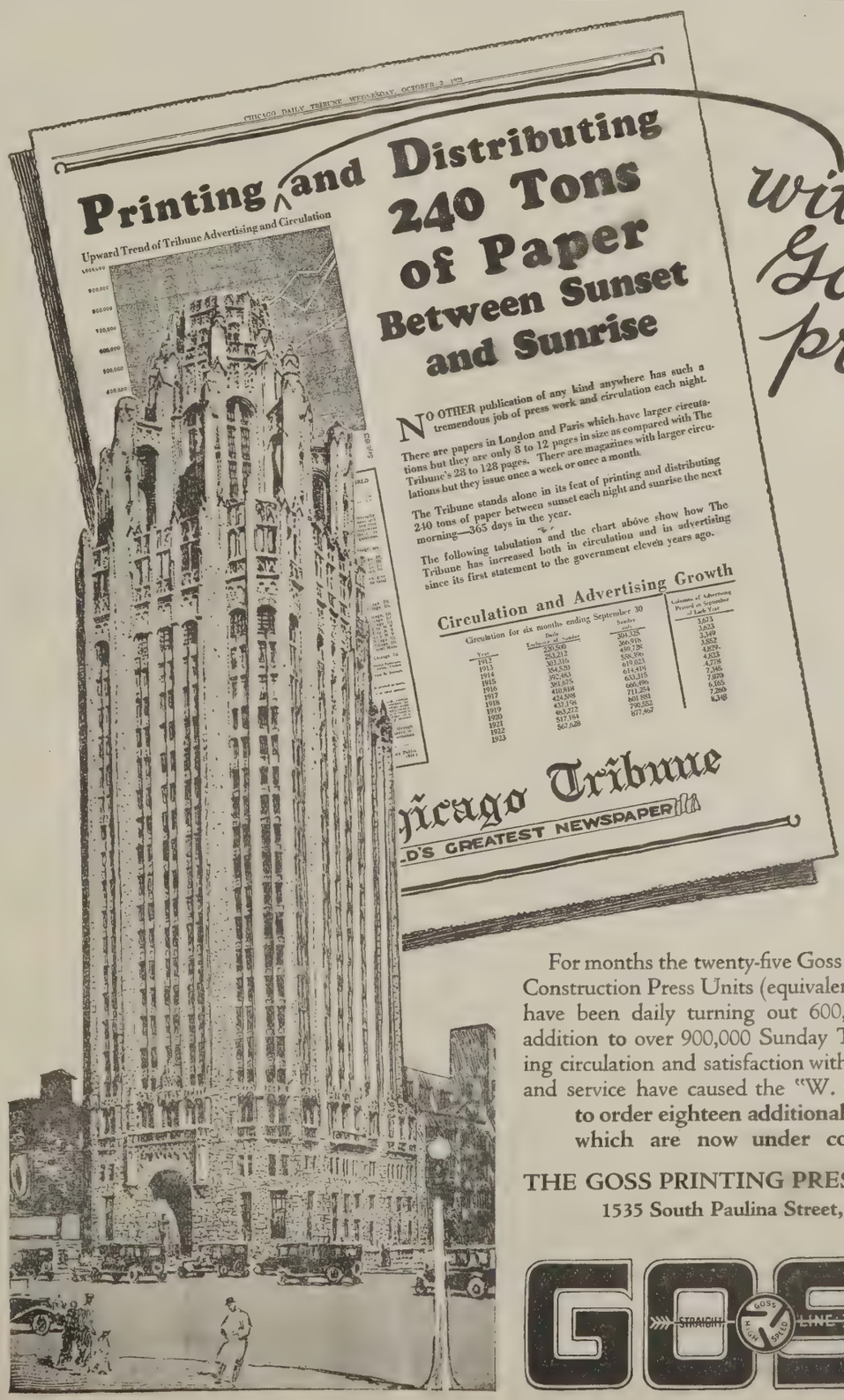
A statement by the company said: "The Typographical Union, at the instigation of organizers from other cities and against the vote of the employees of our own plant, declared a strike against the Conde Nast Press in the composing room. A few pressmen also went out. Eighty per cent of the total number of employees of the plant are working."

Cleveland German Typos Given Raise

A new wage scale carrying an increase of $4.50, making the scale for a 45-hour week $46.50, has been negotiated by Typographia No. 6, of Cleveland, with employers. The minimum is $46.50. The new scale is effective as of Oct. 16.

Printers Get $2 Increase

The wage scale of the printers of the Marion (Ind.) newspapers has been signed for another year effective, Nov. 1, 1923. The new scale gives each printer a $2 a week increase.



with Goss presses

For months the twenty-five Goss High Speed Low Construction Press Units (equivalent to five presses), have been daily turning out 600,000 Tribunes, in addition to over 900,000 Sunday Tribunes. Growing circulation and satisfaction with Goss equipment and service have caused the "W. G. N."

to order eighteen additional Goss units which are now under construction.

THE GOSS PRINTING PRESS COMPANY
1535 South Paulina Street, Chicago

GOSS STRAIGHT LINE

GOTHAM COLD MECCA FOR NEWS WRITERS

New York Editors Swamped With Newcomers Anxious to Break in "Big Time"—Estimate 800 Jobless

New York is swamped with out-of-town newspaper men seeking jobs, say city editors of the metropolitan dailies, who believe such position hunters should be discouraged from traveling to the Isle of Manhattan.

There is very little turn-over on the editorial staffs of the majority of New York newspapers, and EDITOR & PUBLISHER this week was told by the men on the "hiring line" that they were being pestered daily by men from the west, east, south and north for desk or street work.

These hapless job seekers, many of whom gave up good positions elsewhere, average 5 and 6 a day at most offices. City editors in some cases have long since wearied of granting personal interviews.

Office boys and cub reporters are now frequently intrusted to deliver the distasteful: "No, I'm sorry; perhaps some other time."

It was estimated by some that from 800 to 1,000 newspaper men were idle in New York. Others claim this figure too high and lower their guess to from 200 to 500.

Meanwhile, at the newspaper club the bulletin board bears many attractive offers for places on newspapers elsewhere. Little heed is given them.

Various reasons were put forward as possible causes of the present situation.

James W. Barrett, city editor of the Morning World, listed three:

Shut-down of the Globe.

Suspension of the New York Leader.

Tendency of New York newspapers cutting down to smaller staffs.

The active men are fewer, Mr. Barrett said, there being only ten star reporters on the World. The tendency, he said, was to concentrate on a few important stories each day.

Mr. Barrett said it was his opinion there were few recognized New York City newspaper men out of work. The majority of those idle had drifted to the city from other places. The World has a long waiting list of able men, he said.

From questioning an average of 6 or 7 applicants for work a day, D. S. Perrin, city editor of the Tribune, declared many had the idea an expansion of metropolitan editorial staffs would follow termination of the recent pressmen's strike. He attributed the large number of newspaper men out of work to a reflex of the strike.

Gordon Lamont, city editor of the Evening Post, said there were seldom changes made in the staff of that newspaper. However, each day he was forced to turn away many excellent newspaper men, with long experience and splendid references. Mr. Lamont has on file the names of more than 90 recent applicants. He said the present situation had been the rule for some time.

Syndication of features has cut down many jobs which newspaper men were once able to get in New York, Frank Hause, city editor of the Daily News, declared. Clifford Laube, his assistant, gave his belief that the tendency to use pictures instead of written news was an important cause of the employment dearth.

COLOROTO NAMED U. S. WEEKLY

Chicago Tribune Publication Now Slated to Appear in May

Name of the Coloroto Weekly, offspring of the Chicago Tribune, was this week changed to the U. S. Weekly, EDITOR & PUBLISHER learned.

The U. S. Weekly will maintain offices in New York and in Chicago. J. N. Wheeler, editor, will be in charge of the New York office, while Harvey Duell, managing editor, will remain in Chicago.

Hugh Fullerton, special writer, Chicago Tribune, has been transferred to the U. S. Weekly staff, and will be stationed in New York. Morris Ayleshire, art director, will go to Chicago from New York, where he is now making his headquarters.

The magazine will appear about May 7, according to present plans.

NEW YORK REPORTERS ASK UNION CHARTER

Headed By Heywood Broun, "Colyumist," They Petition American Federation of Labor—Profession Declared "Unduly Precarious"

Application was placed on file this week in Washington with the American Federation of Labor for a charter for the New York News Writers' Union.

Information concerning the union was refused by the labor officials. It was stated the application would be acted upon by the executive committee probably within the next two weeks.

President of the prospective union is none other than Heywood Broun, "colyumist" of the New York World.

"I'm afraid my connection with the News Writers' Union is a rather dilettante and aloof one," he told EDITOR & PUBLISHER.

"But I am very interested in the idea—very interested."

If a charter is granted the union, it will face one unique fact: its president will never be able to go on strike with the rest of the members, should such emergency arise.

"When they elected me president," Mr. Broun said, "I told them I was, of course, most interested, but it would have to be understood that I could not go on strike, because I am under contract with the World."

Organization of the News Writers' Union was started in New York two years ago. About a year ago application for a charter was filed with the American Federation of Labor. The application was denied, since the union could not claim a sufficiently large active membership.

"It seems," said Broun, "that those interested are mostly journalists. It has been hard to interest regular newspaper men in the proposition."

Mr. Broun declared that in regard to his ideas on a news writers' union he must be quoted unofficially, since he has been unable to attend meetings. The meetings, he said, are held Thursdays about once a month. He did not know the other officers.

"I first began to believe in the necessity of a union for members of the editorial staffs of newspapers, when I was book editor of the New York Tribune," he explained.

"At the time I wished to get a raise in salary for my assistant. When I went to the publisher, he told me he was sorry but that he was then carrying on negotiations with the pressmen. He was afraid he must give them a raise because they were unionized and therefore could not increase the wages of members of the editorial staff. Of course, that struck me as obviously unfair.

"I think a union would be a good thing. It would strive for a minimum wage, and in many ways be of benefit to newspapermen.

"Most newspapermen, I am sure, would realize that their union could not be organized along the same lines as other unions. Obviously it would be impossible to regulate hours.

"But I believe newspaper work is unduly precarious. In all large cities there is a disposition to discharge certain members of staffs to encourage the others."

Mr. Broun appeared a benevolent president. He swung round in his swivel chair, and smiled often as he talked.

"I am not a bit embarrassed at my slightly remote connection with the union," said the president.

Others known to be active in forming the union are: Victor Lawn, Evening World; H. B. Smith, Times; Arthur Warner, Nation; Freda Kirchwey, former newspaper woman; Max Danish, and Arthur Slussinger.

PEW STARTS $65,200 SUIT AGAINST I. N. S.

Claims He Was Discharged as Managing Editor of Organization While Under 5-Year Contract With Hearst

Trial of an action alleging breach of contract brought by Marlen E. Pew against the International News Service, started in Queens Superior Court, Long Island City, Tuesday, Nov. 20. The suit is for $65,200.

Pew, who was formerly editor and manager of I. N. S., charges that on Jan. 5, 1923, he was discharged by the defendant in violation of a 5-year contract.

Pew was on the stand through the first two days of the trial. He said that in 1921 he entered into a 5-year contract with I. N. S. at a graduating salary, which was to start at $260 a week and during the life of the contract was to mount to $400.

Pew claimed he was discharged without cause. This came, he said, after he had objected to the suppression of certain news regarding the former German Kaiser, which suppression, he said, took place over his head after he had left the desk for the day.

From that time on, he said, differences as to how affairs should be administrated cropped up, in direct contradiction to the terms of the contract, in that when he accepted the position with the Hearst organization he was to have full charge of the editorial matter and that even Hearst himself was not to interfere with this policy.

The defendant contends that Pew was not discharged but was given a 60-day leave of absence and that efforts of the organization to retain him following this were fruitless.

M. Koenigsberg, president of the I. N. S., said he had attempted to set Pew at ease regarding the latter's belief that he was not getting a square deal.

Following the expiration of Pew's leave of absence Koenigsberg said he had written him and offered him a connection with the Cosmopolitan News Service, but he had ignored the offer.

Pew, recalled to the stand, said he had declined the offer with the Cosmopolitan because he believed it was not given in good faith, but was a make-shift to appease his resentment over his discharge from the editorship of the International News Service.

Window Display Prizes Awarded

The Loft Candy Shop at 1565 Broadway, New York, won the first prize of $100 in the window display contest held in connection with the New York Advertising Exposition. Twenty-six other cash prizes were awarded for window displays to New York merchants. Each window was photographed and the lot submitted to the judges. Arthur Freeman was chairman of the committee. The judges included the following: P. L. Thomson, Western Electric Company and president, Association of National Advertisers; Percy S. Straus, R. H. Macy Company; Franklin Simon, Franklin Simon & Co.; H. R. Mallinson, H. R. Mallinson Company; Barron Collier, Street Railway Advertising Company; Frank Presbrey, Frank Presbrey Company; George Ethridge, Rolf Armstrong and J. J. Cronin.

What Does It Mean

—that day after day the Star prints more advertising—Display and Classified—than all the other papers in Washington combined?

Simply One Thing—

—that advertisers—both local and foreign—recognize that *with The Star alone they are covering the field to the very best advantage.*

If you need facts and figures concerning Washington as a market, write our Statistical Department for what you want to know.

The Evening Star.
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.

New York Office
Dan A. Carroll
110 East 42d Street

Chicago Office
J. E. Lutz
Tower Building

NEW YORK STATE

OFFERS UNUSUAL ADVERTISING INSURANCE

New York State with a total wealth of over $15,000,000,000 and 10,384,-144 people is the largest and wealthiest community in the world.

It is easily accessible from all sides either by ocean going steamships or great trunk lines—thus giving ample and economical distribution service to all points.

New York State ranks among all agricultural states with a total of $466,000,000 of which $270,000,000 stands for crops and $196,000,000 for livestock.

New York is second in the production of milk, also in production of cheese. It is also a leading producer of fruit, first in apples, second in grapes and third in pears.

New York State is the most available, richest, easiest reached territory on earth. Get to this territory with daily newspaper advertising.

These daily newspapers guarantee cooperation that is safe, sane, sound in principle and certain to link the sales organization with the advertising endeavor so strongly that success is certain to merchandise of merit.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News (E)	17,377	.08	.08
**Albany Knickerbocker Press (M)	33,579	.10	.10
**Albany Knickerbocker Press (S)	50,219	.13	.13
††Auburn Citizen (E)	6,331	.04	.035
**Batavia Daily News (E)	8,586	.04	.04
**Brooklyn Daily Eagle (E)	61,526	.22	.22
**Brooklyn Daily Eagle (S)	74,418	.22	.22
*Buffalo Courier and Enquirer (M&E)	82,869	.18	.18
*Buffalo Courier (S)	120,758	.25	.22
†Buffalo Evening News (E)	119,573	.21	.21
††Buffalo Evening Times (E)	94,385	.18	.18
††Buffalo Sunday Times (S)	98,090	.18	.18
**Corning Evening Leader (E)	7,789	.04	.04
†Elmira Star-Gazette (E)	24,866	.11	.08
**Geneva Daily Times (E)	5,537	.04	.04
*Glens Falls Post-Star (M)	7,818	.03	.03
††Gloversville Leader Republican (E)	6,709	.03	.03
†Gloversville Morning Herald (M)	5,605	.035	.035
**Ithaca Journal-News (E)	7,367	.04	.04
**Jamestown Morning Post (M)	10,292	.05	.03
**Middletown Times-Press (E)	6,000	.03	.03
**Mount Vernon Daily Argus (E)	8,757	.04	.04
††Newburgh Daily News (E)	11,108	.05	.05
New Rochelle Standard-Star (E)	7,000	.04	.04
††New York Evening Mail (E)	170,327	.45	.42
*The New York Herald (M)	175,403	.49	.45
*The New York Herald (S)	188,314	.49	.45
††The Sun and The Globe, New York (E)	236,165	.60	.53
††New York Times (M)	333,498	.65	.637
††New York Times (S)	535,542	.80	.784
*New York Tribune (M)	130,842	.40	.36
*New York Tribune (S)	136,239	.40	.36
††New York World (M)	353,819	.595	.58
††New York World (S)	550,698	.595	.58
††New York World (E)	272,335	.595	.58
††Niagara Falls Gazette (E)	15,894	.055	.055
††Port Chester Item (E)	4,409	.03	.03
†Poughkeepsie Star and Enterprise (E)	11,743	.05	.05
††Rochester Times-Union (E)	64,032	.20	.18
**Staten Island Daily Advance (E)	13,111	.05	.05
Syracuse Journal (E)	41,285	.12	.12
**Troy Record (M&E)	23,427	.05	.05

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.
** A. B. C. Statement, Sept. 30, 1923.
†† Government Statement, Sept. 30, 1923.

CAPITAL CAMERAMEN ACCUSE POLICE

Prefer Charges Against Four Officers as Result of Armistice Day Clash Over Pictures at Wilson's Home

WASHINGTON, D. C., Nov. 21.—Charges against four members of the Washington police force have been preferred by the White House News Photographers' Association as the result of the rough treatment accorded the photographers at the demonstration for Woodrow Wilson on Armistice Day. The photographers, who have placed their case in the hands of a Washington attorney and made affidavits against the policemen before the Police Board of the District of Columbia, assert the police stationed about the Wilson house in S street manhandled them without cause, broke plates and cameras, and even blackjacked one member of the camera detail.

A motion picture showing a policeman dragging a cameraman along the street was caught by one of the more fortunate photographers and has been introduced in evidence. The photographer who was roughly handled was Thomas Baltzell, of the Pathé News. Ten members of the association who were subjected to indignities by the police have given evidence against the accused officers.

What the photographers want as much as satisfaction for the incident of the Wilson house, is a show-down with the Washington police regarding the conduct of public affairs in Washington. Within the past two or three years hardly a single celebration or ceremony in the capital has passed off without unwarranted police interference with the getting of news or pictures, and confusion resulting from stupid police regulations, or lack of regulations.

Defense of police action at the Wilson house has been made to the District of Columbia authorities on the ground that Mr. Wilson requested that no photographs be taken. This is refuted by the photographers by the fact that Mr. Wilson, when he left the house after the demonstration for an automobile ride, ordered his car drawn up to the curb so that the photographers and movie men might "shoot" him.

Statements made to the District commissioners by Harry Van Tine of the International News Reel and president of the association, and others members were to the effect that news photographers received worse treatment in Washington than in any large city in the country.

Monmouth Review 68 Years Old

The Monmouth (Ill.) Review this month is celebrating its 68th year of continuous publication with a record of having but two editors in that long span of years. Alexander M. Swain, who founded the paper, directed its destinies until 1886, when Hugh R. Moffett, the present editor, who had then been employed 3 years as a reporter, formed a partnership which bought out the Swain interests. Mr. Moffett is now finishing his 37th year as editorial head of the publication.

Chicago "Specials" Nominate King

The nominating committee of the Newspaper Representatives Association of Chicago has presented the following nominations, designated as the "regular ticket," to be voted upon at the annual meeting, Dec. 10: H. W. King, president; A. J. Irvin, vice-president; H. E. Scheerer, treasurer; Berry Stevens, secretary; directors, F. E. Crawford (one year term), W. H. Stockwell (two year term).

Doctors See Publicity Need

Formation of publicity committees by state medical societies to aid the newspapers and other sources of public information in obtaining accurate medical reports was advocated at a meeting of secretaries of state medical societies and editors of state medical journals in Chicago. Among the speakers were Drs. Holmes Taylor, W. D. Chapman, Charles B. Drake, E. J. Goodwin and John M. Dodson.

Wyoming Editors Held for Libel

Charged with criminally libeling a jury in a murder case, Max M. Levand, publisher, and Sam H. Day, managing editor of the Casper (Wyo.) Herald were arrested, Nov. 1, and released on cash bonds of $2,000 each. Action was instituted by William H. Stansbury, Convers county attorney, on behalf of the jurymen in question.

JAPAN ADVERTISER REBUILDS PLANT

Rush Work on Building to Replace Structure Razed by Quake—Will Resume Publication December 15

J. P. Barry, general manager of the Japan Advertiser, who recently went to Tokyo, where he will remain until June, has announced that the Japan Advertiser has started the erection of a wooden building, to be completed in forty days, while the machinery and equipment will be installed within the next month. Publication will be resumed by Dec. 15.

According to Mr. Barry, the Japanese Government has prohibited the erection of permanent buildings pending publication of the final plans of the Reconstruction Board regarding the destroyed section of the city. Temporary buildings are being erected, and the Government has guaranteed that they will be allowed to stand for at least five years.

Pending the publication of the plans of the Reconstruction Board, few large orders have been placed abroad for equipment and structural materials. Most of the orders placed in the United States up to the present time have been for lumber. Over $2,000,000 has been expended for lumber since the earthquake, and it is arriving daily at Yokohama. An order for 2,000 Ford automobiles has been received in the United States and trucks are being ordered in large numbers. The Government has removed the import duty on all materials needed in the work of reconstruction, which is giving considerable stimulus to import business.

The Tokyo Jiji Shimpo, the Nichi Nichi, Asahi, Hochi, Miyako and other vernacular publications are publishing full size editions.

Newspapermen Aid Charity Fund

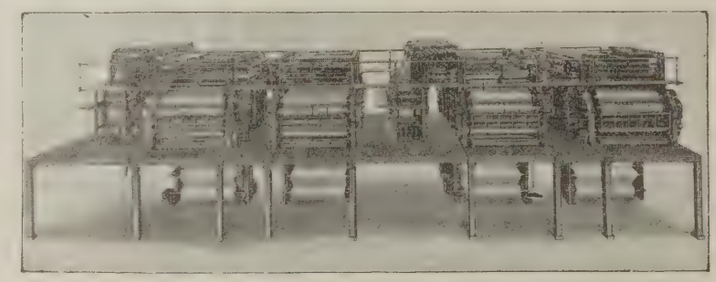
Among the newspaper men who are active in raising $4,200,000 for the 1924 Cleveland Community Chest Fund, a drive for which is on, are Elbert H. Baker, president, and George M. Rogers, general manager of the Plain Dealer Publishing Company; O. R. Shimansky, president of the Cleveland Times-Commercial; John A. Penton, president of the Penton Press and Penton Publishing Company; and George F. Moran, president of the Cleveland News and News-Leader Publishing Company; and J. H. Donahey, Plain Dealer cartoonist. The fund will take care of 115 phases of welfare, charity and institutional work.

Hartford Times Wins Libel Suit

The Hartford (Conn.) Times was awarded a favorable verdict Nov. 13 in a $75,000 libel suit, brought against it by Joseph Higgins, law student. The latter handled his own case. The case was tried before Judge James Webb and jury in Superior Court, Hartford.

Sturgis (Mich.) Journal Moves

The Sturgis (Mich.) Journal celebrated its removal to its new building with a house warming, Nov. 14, which was attended by more than 1,000 residents of the city. The guests inspected the new plant, and received copies of a special House Warming edition.



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will run faster than any other web press on the market and we can prove it

BY THE MAN WHO OWNS ONE.

If you wish to see a Newspaper printing press that is accessible, easy to handle and operate, then look at The Scott. It embodies the improvements and labor saving devices that are appreciated by the practical publisher.

THERE IS NO BETTER PRESS BUILT

WALTER SCOTT & CO
PLAINFIELD, NEW JERSEY, U.S.A.

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Complete coverage at one cost

The all-day service of

The Providence Journal
and
The Evening Bulletin

at one rate offers the complete coverage so necessary for the success of any national advertising campaign.

96,496

net paid circulation

21½c a line flat

Within a fifteen-mile radius from City Hall The Providence Journal and The Evening Bulletin have a concentrated city and suburban circulation of 89,044 net paid copies daily.

Reader confidence and influence make these newspapers valuable mediums for manufacturers who seek good company and insure a friendly welcome in nearly every worth-while home in Rhode Island.

Providence Journal Company
Providence, R. I.

CHAS. H. EDDY CO.
National Advertising Representatives
BOSTON NEW YORK CHICAGO

R. J. BIDWELL CO.
Pacific Coast Representative
San Francisco Los Angeles

SWEDISH NEWSPAPERS LEARN FROM U. S.

Roxendorff of Dagens Nyheter, Here to Buy Equipment, Amazed at "Factory Aspect" of American Dailies

The "factory aspect" of American newspapers' editorial rooms astonished Tore Roxendorff, business manager of the Stokholm Dagens Nyheter, who is visiting this country purchasing mechanical equipment for his paper, Sweden's leading daily.

TORE ROXENDORFF

Mr. Roxendorff couldn't understand how American newspaper men could turn out good copy, crowded together as they are in one huge room.

"In Sweden," he told EDITOR & PUBLISHER, "every newspaper writer, even the lowliest reporter, must have the quiet of his own private office."

But Sweden has learned and is learning much from the newspaper world of America, Mr. Roxendorff declared in an interview granted EDITOR & PUBLISHER. Like Senator Paul Dupuy, owner of the Petit Parisien, who is now in this country, Mr. Roxendorff's chief mission is the study of American journals.

Prosperity has come to Sweden's newspapers, according to Roxendorff. Circulations have increased. The Dagens Nyheter has purchased a whole block, and the first of next year erection of a new and up-to-date plant will be started. And American equipment has been selected as the best that can be obtained.

"Formerly newspapers of Sweden purchased mechanical equipment in Germany," he said. "American machinery, however, has long been known. For the first time, however, it will now be imported to Sweden in considerable bulk."

Five years ago, Captain Sten Dahlgren, chief editor and general manager of the Dagens Nyheter, visited this country to study American newspaper methods.

Returning to Sweden he introduced with marked success "the American headline" and manner of make-up, Mr. Roxendorff said. American comic strips, however, did not make the hit with readers expected. Their humor was "too typically American," it was thought.

Mr. Roxendorff finds much to praise in American newspapers, but at the same time he has certain adverse opinions.

"It would be impolite for me, a visitor, to criticize," he insisted. His opinions were sought nevertheless.

The "factory aspect" of the newspapers of this country, as applied to all departments, was one thing the foreigner found fault with.

"What strikes me, as a visitor, is the tremendous speed thought necessary for the successful publication of a newspaper here," he said. "It is stupid, of course, for me to find fault. I don't know all the conditions.

"But it is all so absolutely different from the British and Swedish idea of good newspaper making. The British and we, too, appear to put so much more thought into our journals than the newspaper men of the United States. It is noticeable, I think, in the kind of ink and paper used, and in the retouching of illustrations, as well as in news stories.

"Here a newspaper is manufactured, not published, according to our ideals, at least."

Mr. Roxendorff is interested in American advertising and visited the Advertising Exposition in New York last week.

"Newspaper advertising is the only form of advertising in Sweden," he said. "The people of our country are great newspaper readers. Advertising has progressed rapidly.

"In Stokholm we have our advertising club, called the Svenska Reklamforbundet. We are great believers in instructive 'copy.'"

The Swedish newspaper executive plans to remain in this country until Dec. 9, first time, however, it will now be im-visiting important eastern cities.

Två söndagsbilagor medföljer

CHEFREDAKTÖR STEN DAHLGREN
TELEFUNKORP: DAGENS NYHETER
TELEGRAMADRESS: DAGSNYHETER

DAGENS NYHETER.

Två söndagsbilagor medföljer

FRÅN TELEGRAMMANS SÖNDAGSNYHETSBORNA 20 SEPTEMBER 1923 TRYCKTA DAGENS NYHETER, STOCKHOLM

Nr 286 Upplaga A — Söndagen den 21 Oktober 1923 — Stockholmsuppl. nr 19130

MORDBRÄNNAREN JAGAS ENERGISKT AV DETEKTIVERNA.

DAGENS NYHETERS SPÅR TAGES UPP AV POLISEN.

SIGN. ELEMENTET KLART

Statens järnvägar hyser ej fruktan för busstrafiken.

Den tillför järnvägen utvidgad räjong.

SMÅBANOR FÅ DELA FORBONDENS LOTT.

Generaldirektör Granholm om dagens trafikfråga.

Bayersk revolt mot riksmakten: öppen brytning

Den avsatta Lossow utnämnes till bayersk militärbefälhavare.

ARMEN KLYVES

Bettarmegrupperingen protesterar begärligen och tillåtder riksvärnet hjälpa.

Premiär på Vasan i går.

EN TANDKLINIK FÖR MEDELKLASSEN SOM STRIDSAMNE.

ÖPPNA PRIVATKLINIK — "RASIAL KONKURRENS."

STORT RABALDER

Butikhyrorna höjas våldsamt, krascher väntas.

Drottninggatsmässans frukter inhöstas av husägarna. — Frejamagasinet måste slå igen.

Londonbröllopet blir en exklusiv fest.

Endast 240 personer kunna få tillträde till vigselakten.

Advertising does not appear on all European front pages—in fact, Dagens Nyheter discourages advertising in its Sunday editions, a first page of which is reproduced above.

The BOWATER PAPER CO., INC.

ENQUIRIES SOLICITED FOR NEWSPRINT, HALF-TONE NEWSPRINT, ROTA-GRAVEUR AND ALL CLASSES OF BOOK PAPER.

Sole distributors in the United States for

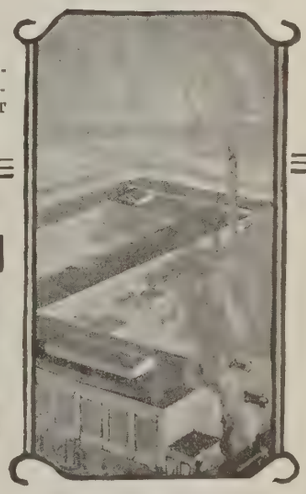
THE NEWFOUNDLAND POWER & PAPER CO.

(under construction capacity 400 tons daily)

342 Madison Avenue,
NEW YORK, N. Y.

Telephone Vanderbilt 7186

The American Bag Company, Memphis, Tennessee. Uses HOYT *Type Metals.*



HOYT TYPE METAL

Where It Is Different!

As far as the outward appearance of the metal is concerned there is no difference between HOYT Type Metal and that of some unknown manufacturer. But when subjected to the acid test of service in your own type casting machines, the inherent high quality of the HOYT product —the beautiful clean-cut letters and solid castings—quickly differentiates it. Protect your work and your standing by using HOYT Type Metals:

HOYT Faultless Linotype Metal
HOYT AX Monotype Metal
HOYT N.P. Stereotype Metal
HOYT Standard Electrotype Metal
HOYT Combination Linotype & Stereotype Metal

Write us about your type metal problems—this service is free. Address Dept. E.

HOYT METAL COMPANY
ST. LOUIS ~ CHICAGO ~ DETROIT ~ NEW YORK

Richmond Times-Dispatch
PAGES 25 TO 36
THE SUNDAY REPOSITORY.
Motor News From City, County, and Roundabout
The Evening Dispatch
FINANCIAL FULL STOCK QUOTATIONS
AKRON BEACON JOURN
39,177
Rybolt Or Myers?
MY OWN IS
BOB GARRETT WILL KNOW HIS
STEUBENVILLE HERALD-STAR
THE DECATUR SUNDAY REVIEW
Von Kahr, Bavarian, Leaps 12,000 Troops
GOVERNORS O.K. COOLIDGE PLAN
Murder Indictment For Robert Smith In Pana Booze Deaths
SE DONAHEY FOR GOVERNOR
W UPHELD BY GOVERNORS
7,014 BEES SOLD Y'ST'RDAY ONLY THOSE ACTUALLY PAID FOR COUNTED, AUDITED BY A B C
The Bee.
"SWALLOWED UP" By Mrs. Wilson Woodrow Now Appearing in The Bee
TODAY 16 PAGES
ANOTHER FLOOD HITS MIDDL
Fifth Flood Of the
Equipp
PONY AU
MAC
the foundries
are thorou
WOOD NEWSPAPER M
501 Fifth Ave
PRICE 2¢
THE EVENING TIMES
FINAL HOME EDITION
TO RUM TREATY
ST. JOSEPH NEWS-PRESS
HOME EDITION
REPUBLIC IS PROCLAIMED IN RHINELAND
MAY ALTER SLIGHTLY PIKES PEAK ROUTE
The Weather
BAVARIA'S DEFIANCE
The Akron Press
RHINELAND FORMS OWN REPUBLIC
THE MACON NEWS.
JOLIET EVENING HERALD-NEWS
U. S. TO PROBE DUMPING OF WASTE IN CANAL
MAN CARRYING BARREL FALLS TO HIS DEATH
Crane Operator Roasted to Death
ZEV. ILL. MAY SOCIALISTS NOT RACE IN
6 O'CLOCK EDITION
THE NEWS SCIMITAR
THE LORAIN JOURNAL
TRUCK MUR
Fitzhugh Fires "Int
REVOLT IN GERMANY
DATA ON DOCKS COMPILED BY
CITY ENGINEER PLANS LORAIN MALL SCHEME
LORAIN WELSH HEAR FAMOUS COUNTRYMAN
Woman Names 10 Immortals of Lorain
The Winnip
DESPERADO ESCAPE
BOYD'S TRIP TO U. S. IS PUZZLE TO GRAIN TRADE
SCIENTISTS ARRIVE AT COAST WITH PRE-HISTORIC SKELETONS

Utica Observer-Dispatch
39,415 Copies
The Canton Daily News
HOME EDITION
DITS STOP; CRISIS NEAR
Y MOVES TOWARD REVOLUTION
Coolidge On Dry, Narcotic
Sioux City Journal.
SEEK 'OFFICER' WHO KILLED MOTORIST
Weather Man Warns of Gulf Coast Storm
THE AURORA DAILY BEACON-NEWS
STENGEL WINS A 2ND GAME WITH HOMER
"WHITE MULE" KILLS FIVE MEN IN TOWN OF PANA
BOSTON ADVERTISER FINAL EDITION
RGAIN IN A RUM FORT
THE YORK DISPATCH
COOLIDGE SAYS GOVERNORS SHOULD ENFORCE "DRY" LAW
PERSHING SLIPS OFF TO FRANCE
POSTSCRIPT
The Sunday Advertiser.
Fifty-six Pages
th the
OPLATE
INE
se newspapers
up to date
INERY CORPORATION
ew York City
THE WICHITA BEACON
NO RATE CUTS, SAY RAIL
COUNTERFEITERS CAN BL GIRL IN THEIR ARREST
FRANCE REFUSES TO BE DUPED BY GERMAN TRICKS
THE DANVILLE REGISTER
Rescue of Dead in Rail
Today
The Des Moines Capital
HOME
MAY LOSE G.O.P. MEET
Defense
ADAMS SAYS WINDY
Durham Morning Herald
KRUPP PLANT WILL CONTINUE WORKING UNDER AGREEMENT
Youngstown Vindicator
WILLIAMS URGES UNITY, GOOD WILL
PASADENA STAR-NEWS
ning Tribune
M STONY MOUNTAIN
BANDS OF POLI
COMB DISTR
FUGIT
THE BETHLEHEM GLOBE
SOCIALISTS DROP OUT OF COALITION REICH GOVERNMENT
HOW HI JOHNSON VIEWS VISIT OF LLOYD GEORGE
PUSHING CASE ON VALIDITY OF THE STATE CODE
FIVE SHIPS ARE WRECKED ON THE PACIFIC COAST
UNITED STATES MAY WITHDRAW IF FRANCE RESTRICTS INQUIRY
RUMOR ABROAD CROWN PRINCE IS IN SILESIA
OPPOSITION TO PROHIBITION WILL NOT LAST 10 YEARS
IF GERMANY BREAKS UP FRANCE WOULD

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space Buyers

VI.—KANSAS CITY—*Cosmopolitan and Metropolitan*

By HARRY R. DRUMMOND

IN looking at Kansas City it is well to look east from the west, rather than west from the east, for Kansas City is distinctly larger and more important, commercially speaking, that way.

For many, many years Kansas City has been "the city" for people living at points west and southwest.

The Kansas City of today is an extension of the Kansas City that back in the hectic days of 1861-5 succeeded Westport Landing, that place from whence Emmerson Hough started "The Covered Wagon."

Kansas City is, perhaps, the most cosmopolitan, and at the same time perhaps the most metropolitan city west of Chicago and east of San Francisco and Los Angeles.

It has, however, many characteristics not found in any other city on earth.

The crowds one sees in the streets, (and make no mistake, one sees crowds) are so varied in appearance, in dress and in manners, that they are tremendously interesting. Here are eastern people, dressed up to the nines, much more elaborately than they dress at home, there a crowd of cowboys—real cowboys, if you please, who have wandered up town from the stock yards, then some real "dirt farmers," railroad men, packing house employees, all fraternizing with the residents, making a city that can and does consume all kinds of merchandise, from the very best to the cheapest.

Kansas City regretfully admits that Chicago is larger as a live stock market —but Kansas City is the second city in the world in that line.

However, to mitigate the humiliation, Kansas City has the largest live stock exchange building in the world; is the world's greatest agricultural implement market, also leading every other city, town, settlement, village or trading post as a market for winter wheat, stock and feed cattle, stock hogs, Kaffir corn and Milo Maize, lumber, seeds, American black walnut and reciprocal insurance.

There is a city ordinance in Kansas City requiring the payment of a tax of 50 cents on every thousand dollars worth of business transacted, and more or less honest business men, during the year 1922, paid $800,000 on this item. A clever mathematician can eventually figure out this accounts for $1,600,000,000 worth of trading during the year, and, while we all have grown careless in figuring billions since the war, and since German marks run into large figures, still and all, one billion six hundred million American dollars is some extensive money, even if many of us have not got that much.

The 1920 population of Kansas City was 324,410 and the local estimate in 1923 is 366,000. Of this the native white population is 83 per cent, negro 9 per cent and foreign born 8 per cent.

The city of Kansas City, Kan., which is separated from Kansas City, Mo., by State Line street, has a population of 101,177. It is as much a part of Kansas City, Mo., as is the Bronx a part of New York City.

There are 82,756 families on the Missouri side, occupying 61,634 dwellings, 32,067 of these dwellings being owined by the occupants; while on the Kansas side there are 13,139 families, occupying 12,192 homes, 6,375 of which are owned by the occupants.

All of which goes to show that Kansas City is a pretty sizable city, with a well diversified citizenry—making a market to be given deep, even prayerful consideration.

There are 14 railroad trunk lines, 32 subsidiary lines, 7 electric suburban lines and several motor lines operating in and out of Kansas City, and they have 224 passenger trains scheduled to move in and out each day.

Market information regarding Kansas City is rather difficult to obtain. Your Cityian is at present too busy boosting his town as a residential city to devote much time to the more sordid considerations.

Some 20 years ago, or more, Kansas City people began absorbing the civic beauty idea, and it "took" so effectively that the city began suffering growing pains, and began moving south.

Streets were made passable, boulevards were built, palatial residences and estates sprang into being—but the old places were left—old streets of aristocrats became the dwelling streets of the less prosperous citizens; the old "bottoms" were turned into shops, wholesale houses, warehouses and garages, and a general uplift of living conditions for all classes of people was undergone—and is still being developed.

This paramount consideration for Kansas Cityians has seemed so vital that it has overshadowed almost everything else as a topic for conversation.

Time was, and not so many years ago, when Kansas City merchants were way ahead of their city.

They were younger then, had the broad vision of the west, and built for future generations—or thought they did. Stores were tremendous, spacious and elegant—designed to meet the requirements of many, many years.

During the past three or four decades Kansas City has grown up to, and far beyond, the dreams of the broad minded, visionary young men of the eighties, and these men, no longer young, firm in the conviction that they were right 40 years ago, still hold that they were right, and, being right then, they have steadfastly refused to change their viewpoints, their standards, or their ideals. They have realized their ambition and have, for years, rested on their well won laurels.

This has not meant stagnation for business, but it has meant a retarding of many of the old established houses, and the springing up of many smaller stores which, because of the lack of vigorous, progressive competition, have grown pretentious so that, while Kansas City's retail trading territory is fairly well congested, at the same time there are 5,095 stores catering to the wants, wishes, whims and desires of those who shop in Kansas City.

Many of the newer stores are decidedly pretentious and prosperous, and the retail distribution of merchandise is as divided as it is in New York.

The Jones store is, perhaps, the largest department store in the city in point of sales, while Emery Bird Thayer & Co., second in gross sales, is easily the leader in point of class.

Taylor's is third in sales but a close runner up for Emery Bird Thayer & Co., for quality, both of merchandise and customers.

The Geo. B. Peck Dry Goods Company, fourth in volume, is third in quality. Collectively these four stores do some $30,000,000 a year, out of nearly $250,000,000 retail business done in the city.

There are 43,000 automobiles owned in Kansas City, and they travel faster and more recklessly there than in any other city so far covered by the writer. Crossing streets afoot in Kansas City is entirely a matter of the quick or the dead —or mained.

It would be hard, yes, impossible to center Kansas City in a trade zone, and make that zone a circle. Rather one should draw an elipse, placing Kansas City in or close to the northeast corner.

For a little way, say 60 miles north and east of Kansas City there is no questioning the trade supremacy of the place, but for literally hundreds of miles south and west Kansas City is the big bet, the only one in fact.

People from this territory go to Kansas City just as people from "York State," New England, Pennsylvania, Delaware and Maryland go to New York City—ostensibly on business, but more particularly to live for a time at the big hotels, go to the shows—and shop.

In a trading area of 60 miles Kansas City has 1,810,500 people to draw trade from, and Kansas City has the trade drawing power of a high tension porus plaster.

Realizing what a tremendous retail trade Kansas City merchants enjoy, and understanding that this trade is, for the most part, natural demand, and not very much of it created, one may wonder what might be accomplished by some real effort on the part of Kansas City merchants to really create demands and markets.

One of these days when Kansas City has become satiated with civic beauty as applied to homes, when the boulevard system is fixed so fine that there can be no more fixing, Kansas City is going to look upon its business section, the business section that, 30 years ago incited a good home movement, and realizing that the downtown part of the town has not kept the pace, will begin reconstructing and creating a new business section that will measure up to its possibilities—to its opportunities, and will set new standards in store architecture, store management and progressiveness.

Meanwhile, however, looking at Kansas City from the west, Kansas City is the big city, and looking at Kansas City from the east, Kansas City, with $1,600,000,000 a year in business paying city tax, with $250,000,000 a year in retail trade, is a market—a retail market,—a real newspaper market embracing more than 100,000 families.

Everybody in Kansas City reads

The Kansas City Star

Its advertising patronage in the Local Field is Practically Unanimous.

Last month The Kansas City Star gained 15,201 new subscribers over the same month a year ago, and showed an increase in advertising of 103,520 lines.

The actual paid circulation for October averaged:
Evening and Sunday.....243,196
Morning 236,712
The advertising carried amounted to 2,378,919 lines.

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION

General Offices: 805 Terminal Building, Brooklyn, N. Y.

NEWSPAPER ADS TRIPLED USED CAR SALES, STATISTICS SHOW

Non-Advertisers far Eclipsed—$33,000,000 Advertising Budget Only 18 Per Cent Effective Because Classified, Not Display, Columns Were Used, Shaw Says

AUTOMOBILE dealers who employed advertising in newspapers in the sale of used cars sold three times as many automobiles, and for higher average prices, than dealers who did not use advertising.

At the same time, dealers are spending $33,000,000 a year to advertise used cars, and that advertising has only been 18 per cent effective. Why?

Lynn M. Shaw of St. Louis, assistant general manager of the National Automobile Dealers' Association, made these two statements in an interview granted EDITOR & PUBLISHER. He supported the first with carefully gathered statistics. He answered the question attached to the second from his own personal study of the situation.

To arrive at fair statistics, Mr. Shaw found out the number of used cars sold in 18 carefully selected states, representative of the Atlantic and Pacific seaboards and the Middle West, and representing 61 per cent of the population of the United States, 62 per cent of the dealers, and 64 per cent of the cars registered. He also gathered figures on the amounts spent on advertising.

The statistics showed, Mr. Shaw pointed out, that 707 dealers sold 65,148 used cars, paying $369,154 on advertising. In other words the dealers sold an average of 92 cars each at an advertising cost of $5.66 a car. A total of 250 dealers, who did not advertise, sold 7,422 automobiles, or an average of only twenty-nine each.

"Take New York State, for instance," Mr. Shaw continued. "We found that 104 dealers who advertised sold 10,743 used cars, paying $47,573 for advertising. Twenty-three dealers, who did not advertise sold 962 cars."

Mr. Shaw submitted the following table of statistics:

State	Advertised Cars			Unadvertised	
	Cars Sold	Ad Expense	Dealers	Cars Sold	Dealers
Missouri	6,125	$57,411	39	231	16
Oregon	1,592	8,610	16	126	4
Washington	2,162	15,416	26	84	6
New York	10,743	47,573	104	962	23
Illinois	6,609	33,388	62	1,156	25
Indiana	2,307	8,859	33	446	13
California	9,099	67,767	42	48	3
Arkansas-Tennessee	1,433	4,489	13	134	8
Pennsylvania	5,979	33,449	103	759	31
Michigan	4,858	11,844	38	438	12
Wisconsin	3,092	21,227	56	734	26
Kentucky	413	1,000	5	103	6
Iowa	2,799	8,822	57	966	2
Ohio	4,236	24,359	57	502	11
Louisiana-Mississippi	1,243	8,223	13	201	8
Minnesota	2,459	16,717	43	532	26
Totals	65,148	$369,154	707	7,422	250

Averages, per dealer, 92.14. Per car, $5.66. Cars sold, 29.69.

An interesting phase of Mr. Shaw's study was that dealers in cities of more than 25,000 population sold a higher average number of used automobiles and for higher average sales prices. The figures were taken from reports of more than 264 dealers in cities of more than 25,000 and from 430 dealers in cities of less than that population.

Twice as many dealers in the small towns sold only one-third as many automobiles and at about half the average selling price as did the dealers in the large cities. The cost of advertising per car in the large cities averaged $7.19 as compared with $1.98 in the small cities.

Figures supporting this follow:

WHERE DEALERS ADVERTISED	Cities of mode than 25,000	Cities of less than 25,000
Number of dealers reporting	264	430
Total advertising expense on used cars in 1923	$309,840	$43.549
Total used cars sold in 1923	43,036	22,051
Average used car sale price	$457.98	$287.41
Average advertising expense per car	$7.19	$1.98
Average expense per dealer	$1,173.64	$101.28
Average sales per dealer	163	51.28
WHERE DEALERS REPORTED NO ADVERTISING EXPENSE		
Number of dealers	15	207
Number of cars sold	808	5,615
Average selling price	$382.11	$227.59
Average number of sales per dealer	53.86	27.12

Although dealers are spending $33,000,000 a year to advertise used cars, the advertising has only been 18 per cent effective, Mr. Shaw contends, and believes it is because the dealers have used classified advertising instead of display.

"It is my contention," he said, "that classified advertisements only reach 75 per cent of the newspaper's total circulation."

Mr. Shaw reaches his conclusion from personal observation and after 15 years experience on newspapers in various business executive positions.

He hastened to add that there was no question that classified advertisements had great value, but declared it was a minimum value at a maximum cost as far as used cars were concerned.

"I believe," he said, "that 80 per cent of all advertising is for the purpose of getting people into business houses and not for the actual sale of goods. Display advertising would accomplish this far more effectively than the use of the classified columns."

Mr. Shaw was visiting New York from St. Louis. He spoke Monday evening, Nov. 19, before the Newark Automobile Trade Association.

UGLY BILLBOARDS MUST GO

Speaker at Poster Meet Admit Abuses Have Been Many

Rural bill-boards that deface landscapes must be removed, it was declared at a meeting and luncheon of the New York State Poster Advertising Association, Hotel Pennsylvania, New York, Nov. 19. Such signs, it was said, only represent 5 per cent of the total number.

Several speakers admitted highway advertising had been abused in many cases. The business as a whole, they said, had been endangered thereby. Members of the association discussed plans to limit rural bill-board advertising and to raise the standard of poster advertising generally.

Among the speakers were Mrs. Harry Lilly, of the Federation of Women's Clubs, and Former Supreme Court Justice E. Allen Frost, Chicago. Mr. Frost advocated higher artistic standards in poster advertising and the abolition of unsightly sign-boards.

Fire Destroys Newspaper Equipment

Fire, Nov. 19, destroyed the Moran Building in Truckee, Cal., in which the plant of the Truckee Republican was being installed. The loss of equipment, already moved into the building, was complete.

To cover the Kansas City market-evenings

25¢ or 55¢ a Line?

Some Exclusive Journal-Post Advertisers:

American Beauty Irons
Chipso Flakes
Cliquot Club Ginger Ale
"400" Products
Green River
Hickory Garters
Ivory Soap
Karo Syrup
Linit Starch
Mazola Oil
McFadden Publications
New Currency Cigars
Old Dutch Cleanser
Royal Typewriter Co.
Van Dyck Cigars
Woman's Home Companion

National advertisers can cover the Kansas City trade territory with The Kansas City Post (evenings) at a less cost per reader . . . a rate of 25c. a line as compared with 55c. charged by Kansas City's other evening newspaper, compelling the use of same copy in their consecutive morning and evening issues. The combination (morning and evening) rate offered by the Journal and Post is 38c. a line.

Net Paid Circulation: The Journal, 152,112; The Post, 168,740; The Sunday Journal-Post, 201,684 — publisher's statement to the A. B. C. for six months ending March 31, 1923.

The Kansas City Journal & Post

Mornings—Evenings—Sundays

WHAT IS REVENUE FROM SUNDAY EDITION

With 85,000 Circulation Against 65,000 Daily, Sold at Combination Rate, What Is Fair Surcharge for Sunday Advertising?

To EDITOR AND PUBLISHER: A little question. Assuming the same circulation and size of paper, what should be the relative rate of the Sunday paper if the daily paper sells for $1 an inch?

Or assume a 65,000 daily circulation, with an 85,000 Sunday circulation, with the daily running 50-50, and the Sunday running 40 per cent advertising and 60 per cent news, what would be the apportionment of the advertising revenue dollar, based upon a combination rate of the daily and Sunday?

I shall appreciate your suggestions on this as well as advising the method or logic used in its determination. BUSINESS MANAGER.

Opinion as to the first question is divided. Some publishers hold that a newspaper is not entitled to charge more for Sunday than for weekday circulation of the same amount. Many others hold that Sunday circulation is worth from 6 to 10 per cent more, while 25 per cent surcharge is not uncommon.

As to the second question, several other factors must be introduced to get an understandable answer. Even this, in the opinion of EDITOR & PUBLISHER, is valueless to a publisher seeking the amount of net return from his Sunday issue which is sold in combination with the daily edition. The governing factor is the cost of production, which, not being given by the inquirer, cannot be considered.

We can assume that the six weekday issues of the paper, with 65,000 circulation, would be entitled to a rate of 16 cents per agate line, or $384 for a page of 2,400 agate lines. Also that a Sunday edition with 85,000 circulation, on the basis of the answer to Question 1, would be entitled to a rate of 21 cents an agate line, or $504 per page.

Assume further that the paper puts out a 20-page issue Monday, 24 pages on Tuesday, Wednesday and Thursday, 32 pages Friday, 20 pages Saturday, and 60 pages Sunday.

On a 50-50 basis 6 days a week and a 40-60 basis Sunday, the total advertising of the week would be 96 pages, of which 24 would be published Sunday. That divides the lineage 75 per cent weekdays, 25 per cent Sundays.

So far, we haven't considered the combination rate. Averaging the circulation on a seven-day basis at a milline rate of $2.50, we can set the combination rate at 17 cents a line, or $408 per page.

Multiplying 96 pages by $408—assuming that all advertising pays the same rate, daily and Sunday, and that all use the combination—the total revenue for the week is $39,168.

The Sunday revenue, charging $504 per page for 24 pages, is $12,096, or, roughly, 30 per cent of the week's total.

One publisher to whom the question was put answered: "The proportion of revenue in the Sunday, as compared with the daily, should be one-seventh of the total, plus the surcharge. If, for instance, an inch advertisement running 7 days, cost $7.10, $6.00 of this total should be charged against the daily and $1.10 on the Sunday. It is the accepted custom of newspapers to publish about 30 per cent more circulation Sunday than daily and to charge from 10 to 15 per cent above their daily rate."

THE MARQUIS PROTESTS

Boni Declares New York American "Deformed" His Memories

Protesting the "unsavory recital" of his memoires, as it appeared in the New York Sunday American, Marquis Boni de Castellane, divorced husband of Anna Gould, has announced his intention of suing that newspaper for alleged libel and for damages. The announcement was made in Paris, Nov. 21.

The Marquis sold the American the right to quote enough of his first volume of his memoires to make up 12 articles. He now complains the text was deformed and that it was "decorated with illustrations of the worst possible taste."

PHILLIPS MUST QUIT EVENING WORLD

Federal Court Rules Former Globe "Colyumist's" Services Belong to Associated Newspapers—Old Contract Valid

By a decision handed down this week by Judge Henry Wade Rogers for the United States Court of Appeals for the Eastern District, the injunction granted by the lower courts restraining H. I. Phillips, "colyumist," from working for any organization other than the Associated Newspapers Syndicate, was affirmed.

The court holds that Phillips' "services as a writer of humorous newspaper articles are shown by the evidence to be unique and unusual" and that "the case is one in which the remedy by injunction is proper and alone adequate."

After reviewing the evidence the court finds as follows:

"It appears from what has been said that the complainant had a contract with the defendant which entitled it to his exclusive newspaper work inside as well as outside the city of New York on and after the exercise of complainant's option from June 2, 1923, through the year 1924. Notwithstanding the existence of this contract the defendant saw fit to enter into a contract with one of the newspapers of the city of New York to render services to it which are in disregard of this contract relations with complainant.

"It can make no difference that he did this believing in good faith that he was not violating his legal obligations. And as we think his services as a writer of humorous newspaper articles are shown by the evidence to be unique and unusual and that an action at law to recover damages for the breach of his contract would afford an inadequate remedy, the case is one that in which the remedy by injunction is proper and alone adequate, and it was not error to restrain the defendant from doing what he was engaged not to do."

Mr. Phillips was columnist on the New York Globe. When that paper was sold he accepted employment with the Evening World in the same capacity. He had conducted his column in the World for about two months when the Associated Newspaper suit to restrain him resulted in a restraining order. Mr. Phillips appealed. The appeal could not be heard until the first week in October. It was the first case argued, and though decision after decision came down weekly in other cases, the court did not reach a verdict in this matter until Monday, Nov. 19.

The courts having found that his contract stands, Phillips returns to the Associated Newspapers. The New York papers having the service are the Sun, Telegram and Herald.

Mr. Phillips said in regard to the case:

"I sincerely believed that I had no contract with the Associated Newspapers beyond the end of 1922. When the Globe, which was my chief employer paying most of my salary, pulled out from under me by sudden sale one May morning, I believed I was a free agent. My contract was shown to the Evening World and its officials, and its counsel held in good faith, as did I, that I had discharged all obligations under it. The World was so sincere in this belief that it fought the litigation in my behalf.

"The court concedes we acted in good faith.

"Incidentally I want to say that the fairness of the Evening World to me throughout has been in every respect one of the finest things within my newspaper experience."

Mr. Phillips was employed in 1918 by the New York Globe and Commercial Advertiser to edit copy. About two years later he commenced to contribute humorous paragraphs to the paper in addition to his regular work. This finally led to his promotion to columnist, his column in the Globe being called "The Globe Trotter." When he left the Globe to accept a position with the Evening World, he conducted a column called "Telling the World.'

Let Us Help You Secure—

More Readers Among Automobile Owners—
More Automobile Advertising Lineage—
Leadership in Your Territory in the Automobile Field—

Results are what count—we have a proved service that has got them for over 100 papers in all parts of U. S. and Canada

HERE'S PROOF OF READER INTEREST

"Without question, the most interesting and valuable automobile feature, from our readers' standpoint, of any we have ever run. This statement is based on actual comments from readers, which is substantiated by our sales on 12,000 copies of the 'Motor Book.'"

Mr. HERBERT L. SMITH, The Press, Pittsburgh.

"The very best informative automobile feature in the country today. Continue service indefinitely."

Mr. W. M. HARRISON, The Oklahoman, Okla.

We endorse this as one of the best automobile features we have ever used. Were this not so, we could not have sold 8,500 "Motor Books," using only three advertisements.

Mr. ROBERT C. BEISER, The Enquirer, Cincinnati, Ohio.

"Am confident it is the most read feature in our weekly automobile section."

Mr. C. H. KETCHAM, The Argus-Press, Owosso.

GETS NEW ADVERTISERS—KEEPS OLD ONES

"Very good! With it we are able to have at least one motor page each week, often more, and have influenced advertisers who before rarely used a line."

Mr. ZINN, The Democrat, Goshen, Ind.

"This two page spread (under cover) was sold to run every Saturday for six months at an extra rate."

Mr. E. L. Witham, The Advocate, Stamford, Conn.

"Only one that local dealers have freely given repeats, and asked for space of their own accord."

Mr. P. W. Leisenring, The Call, Allentown, Pa.

"I already have a waiting list established for new advertisers who are anxious to get on Trouble Shooter page."

Mr. J. P. Riley, The Herald, Fall River, Mass.

Leadership is yours in the automobile field if E. H. Scott's practical, timely automobile articles appear in your columns. Here is a specialized automobile service that is complete—original—and a proved success with over 100 papers.

Wire or Write Now for Full Details.

THE S-N-L TECHNICAL SYNDICATE, Reaper Block, Chicago

TRADE AREA WIDENED BY "DOLLAR DAY"

Topeka Capital Invited 40,000 Country Folk to Town, with Special Privileges, and Added to Its Subscription List

Dollar Day in Topeka last week meant more to the Daily Capital than a chance to get its fellow citizens, readers and non-readers, into town for a day to patronize its advertisers. The Capital took advantage of the opportunity to make the visitors regular comers and to interest them in Topeka and its stores by selling them 18-month subscriptions at the regular year rate. The campaign was one of the first moves of the paper and the local Chamber of Commerce to tie up their activities with a good roads program and extend the retail trading area beyond the ordinary radius.

And A. G. Wallace, manager of advertising promotion for the Capital, also points out that "with the extension of country circulation and with the ramification of hard roads to all parts of the trade territory, the local newspaper is enabled to increase its local advertising rate and put its local merchants on a basis with national advertisers."

From a population of 331,118 in the 16 counties surrounding the city, a list of 40,000 was selected.

The next move was to prepare a letter combining (1) An invitation to be in town on Dollar Day; (2) A special offer on long term subscriptions to the Daily Capital. The list to consist of farm and small town people.

The following letter was printed on a Daily Capital letter head. There was no fill-in or salutation. The letter, as it went out read:

November 10, 1923

"BARGAIN INVITATION

"Can you arrange to be in Topeka on next Friday, November 16? It will be Dollar Day, and you will be here as the guest of the Merchants Division of the Chamber of Commerce. All the stores are planning to hold their first big advance showing of Christmas merchandise, and it sure will be a treat for you and the rest of the family to be here and see all the beautiful and useful articles that will be on exhibition.

"Now, don't say you won't come, because we are counting on you to be here. And just so you won't have any trouble finding a place to park, we are sending you this 'Guest Card' to hang on your car. It gives you the privilege of parking wherever you please and as long as you like, any place in Topeka on November 16.

"'Dollar Day' is going to be a big day for Topeka and for you. Folks are expected to drive in from all over this part of the state, and you want to get here and have the fun of being with the crowd.

"Now, before I forget it, I want to tell you about a special proposition the Topeka Daily Capital is making only to you and to the other folks who are getting this letter.

"You know the regular subscription price of the Daily Capital is $6 a year. That's for daily and Sunday. But here's what we will do for you: Fill out the special discount blank we have put in with this letter, and we'll start sending you the Capital right away—then we'll keep on sending it all through 1924, and then right through until March 16, 1925. And all it will cost you is $6—the regular price of a year's subscription to the Capital. That's a bargain, isn't it?

"So be sure to send the discount blank with your $6 to the Daily Capital right away. We can't take any of these long-term subscriptions for $6 after November 29, Thanksgiving Day, so get yours now.

"Watch for the copy of the Capital we're sending you and see the attractive bargains Topeka merchants are offering for next Friday, November 16, then come to Topeka.

"Yours very truly,

"THE TOPEKA DAILY CAPITAL."

The announcement with its enclosures was mailed as third class matter. Each of the names also received a copy of the Dollar Day issue of the Topeka Daily Capital.

The first two days mail brought in over a thousand subscriptions and at the time this is being written more are said to be coming in steadily.

DR. COOK GETS 14 YEARS

Fort Worth Better Business Bureau Exposed His Oil Fraud

Exposed by a Better Business Bureau, Dr. Frederick A. Cook, erstwhile explorer and mountain climber, was on Nov. 21, found guilty by a Federal court in Fort Worth, Tex., of using the mails to defraud. He was sentenced to 14 years and 9 months in a Federal prison and to pay a fine of $12,000 by Judge Killits. The conviction grew out of an oil investment scheme, the Petroleum Producers Association, of which Cook was sole trustee.

Fred K. Smith, treasurer of the association, was sentenced to serve seven years in prison and to pay a fine of $12,000. S. E. J. Cox was sentenced to eight years and to pay a fine of $8,000. Other codefendants of Dr. Cook who were found guilty were sentenced as follows:

A. K. Eckman, seven years and $12,000 fine; W. L. Braddish and W. P. Welty, two years each and $1,000 fine; J. S. Rooks, C. W. Sleete, S. L. Hess, T. O. Turner, N. S. Kenninger, E. J. Bowen and R. L. Maxwell, each one year and a day and fines of $1,000; L. A. McKercher, six years and $1,000 fine; O. L. Ray, G. A. De Montrond, H. E. Robinson, Harry Bleam and J. E. Burmeister, all of whom had previously entered pleas of guilty, fines of $500 each. H. O. Stephens, who also entered a plea of guilty, was fined $7,000 and sentenced to serve ninety days in jail.

Baker of Plain Dealer Honored

Production in all departments of the Cleveland Plain Dealer came to a standstill for half an hour at noon, Nov. 14, when several hundred employes of the paper and many prominent Clevelanders, including local advertisers who were space-buyers of Mr. Baker a quarter of a century ago, assembled in the business office to participate in the unveiling of a painting of Elbert H. Baker, president of the Plain Dealer Publishing Company. The portrait, a gift to the institution by the employees, was executed by Sandor Vago, a Cleveland artist of note, and its presentation marked the 25th anniversary of Mr. Baker's connection with the paper. The presentation was made by "Ted" Robinson, column contributor, who said that Mr. Baker began his conduct of the paper by starting "the revolutionary idea of telling the truth about circulation figures."

Nathan-Mencken Leave Smart Set

George Jean Nathan and H. L. Mencken, with the December issue of Smart Set, retired from editorship, which they had carried on together since 1914. Morris Gilbert, until recently re-write man on the New York Tribune, and for a number of years contributor to the magazine, is the new editor. Nathan and Mencken plan to edit "The American Mercury," to start publication in January. Mencken is on the staff of the Baltimore Sun.

TRADE MARK FLEXIDEAL DRY MATS REG. U.S. PAT. OFF.

Saving Precious Minutes!

¶ "Just this minute finished doing my share toward hanging up a new speed record for an open page, World Series, first page.

¶ "Form closed in composing room 3:09. Down elevator one floor to my department at 3:09½. With Flexideal Dry Mat, molded, chalked, trimmed—packed in fifteen places—scorched, to Junior operator at 3:11¼.

¶ "Two plates for two presses down gravity drop to pressroom at 3:12 and 3:12½. First handful papers out of pressroom window at 3:13½. Remarkable time all around. Assure you this time is authentic.

¶ "This Flexideal was in my Standard (humidor) just six hours."

¶ So writes J. Fremont Frey, stereotype foreman of the Indianapolis News, under date of October 11th, 1923. Incidentally Mr. Frey is the inventor of the humidor, named after him, which first made the dry mat a success in the U. S. A. back in 1912.

¶ There is no reason why you can't do as well with Flexideals. Surely it's worth trying! Besides, it costs you nothing as samples are yours free for the asking. Or, we shall gladly give you the benefit of our case lot price on your trial order regardless of quantity.

¶ Now is the time!

The Flexideal Co., Inc.
Sole U. S. & Canadian Distributors
15 WILLIAM ST NEW YORK

TRADE MARK MAXITYPE DRY MATS REG. U.S. PAT. OFF.

Rollers should be purchased *both for printing quality and durability*

THE idea that a Roller not affected by temperature will not give as good printed results as the Roller cast for a specific season has passed into history. It took a great deal of experimenting to produce a Roller that had all the good printing qualities of the seasonal Roller and not its weaknesses, such as swelling or shrinking as the weather changed, warming up and melting from the speed of the press, and the adjustments and readjustments which necessarily resulted from these weaknesses.

This was accomplished in the Duplex. It has more tack and resiliency than the regular composition Roller and is not affected by climatic changes. One large printing house told us their experience in using the Duplex Roller was that through getting a better distribution of ink when the form was put on, all the fine details in the form were brought out and less makeready required than where the regular composition Roller was used. This meant a very material saving of plates and type, as their runs are in the millions. They also secured two thousand more impressions to the pound of ink, and their output was increased fifteen per cent.

This is just one instance of where Duplex Rollers saved time and money in the pressroom. There are many others. Are you making the same saving? Duplex (all-weather) Rollers and Fibrous (seasonal) Rollers are manufactured only at the five addresses below.

BINGHAM BROTHERS COMPANY

(Founded 1849)

ROLLER MAKERS

MACHINE CAST PRINTERS' ROLLERS TRADE MARK ESTABLISHED 1849

406 Pearl Street, New York
521 Cherry St., Philadelphia
89 Mortimer Street, Rochester
131 Colvin Street, Baltimore

Allied with BINGHAM & RUNGE CO., E. 12th St., Cleveland, Ohio

Scandinavian News Print 100,000 Tons per Annum

Inquiries Solicited

Newsprint Paper Corporation

33 West 42nd St., New York City

Telephone Longacre 1116.

SIGMA DELTA CHI STRESSES NEW SPIRIT OF PROFESSIONAL RESPONSIBILITY

Tapping Heads Journalistic Fraternity at Minneapolis Meet —J. W. Brown Made Honorary President and Melville Stone Honorary Member—Bloomington for 1924

By R. R. BARLOW

MINNEAPOLIS, Minn., Nov. 22.—The new spirit of professional and social responsibility in journalism was stressed by college-trained newspaper workers at the ninth annual convention of Sigma Delta Chi, national professional journalistic fraternity, at the University of Minnesota, Minneapolis, Nov. 19, 20, 21.

Resolutions adopted urged that the fraternity establish a national employment bureau serving all newspapermen of high standing, that schools of journalism require graduates to serve at least six months in an editorial capacity on a reputable newspaper before beginning the senior year, and expressed the conviction that the minimum salary for competent editorial workers should not be lower than that paid union linotype operators in the same city for the same number of hours of work.

Action to make the alumni organization more efficient, the creation of an endowment fund for the Quill, fraternity magazine; insistance of strict professional standards for membership, provision for the recall of inefficient chapter officers, a budget system for individual chapters, and action toward perfecting a code of ethics now in process of formation were important accomplishments of the convention.

Committee reports showed Sigma Delta Chi, now in its 15th year, is in flourishing condition.

James Wright Brown, editor of EDITOR & PUBLISHER, whose work exemplifies the spirit of Sigma Delta Chi, was elected national honorary president. Melville E. Stone, counsel for the Associated Press, was elected to honorary membership. Only four other leading newspapermen have been so honored. They are the late President Harding; James M. Cox, of Ohio; C. W. Barron, Wall Street Journal. The Wells Memorial Key, awarded for distinguished services during the year, was presented Ward A. Neff, retiring national president and vice-president of the Corn Belt Farm Dailies.

National officers elected are: T. Hawley Tapping, for two years secretary, Michigan Newspaperman, and editor of the Acacia National Magazine and the Michigan Alumnus, president; Donald Clark, the Midwest Banker, St. Louis, first vice-president; R. R. Barlow, University of Minnesota, second vice-president; George Pierrot, American Boy, secretary; Peter Vischer, New York World, treasurer; W. E. Drips, Wallace's Farmer, alumni secretary; Russell Lord, Ohio State University; Arthur Brayton, Merchants Trade Journal, Des Moines; L. W. Murphy, University of North Dakota, and Roy L. French, University of Wisconsin, executive councillors.

Chester Cleveland, Chicago, will be retained by the council as editor of the Quill.

The 1924 convention will be held at the University of Indiana, Bloomington.

For the second time in successive years the Iowa State College chapter received the silver loving cup awarded for efficiency and achievement. North Dakota will receive a suitable award for its record also.

One new chapter was added at the convention when the petition of Washington State College was granted. The number of chapters now is 38.

The Minneapolis Journal entertained the delegates with a dinner in its editorial offices. H. V. Jones, publisher; George Adams, managing-editor, and all the department heads addressed the convention.

Eight well-known Minnesota newspapermen were initiated into the fraternity in the Journal plant. They are J. P. Coughlin, Waseca Herald, president of the Minnesota Editorial Association; M. M. Oppegard, manager Northwest Bureau Associated Press; H. C. Hotaling, executive secretary, National Editorial Association; Herman Roe, Northfield News; Ludwig Roe, Montevideo News; H. Z. Mitchell, Bemidji Sentinel; George Akerson, assistant managing editor, Minneapolis Tribune; George Bastedo, city editor, Minneapolis Tribune. Harry Sweet, Conrad Hammer, Helmer Oleson, Chester Salter and Carl Langland, journalism students in the University of Minnesota, were also initiated.

The Minneapolis Tribune was host at the convention banquet Tuesday evening at which Edward Price Bell, London correspondent for the Chicago Daily News, spoke on international relations and the press. W. A. Frisbie, dean of Minneapolis newspapermen, presided. Tom Dillon, managing editor of the Tribune; H. C. Hotaling, H. Z. Mitchell and Prof. F. W. Beckman, Iowa State College, former honorary president and donor of the annual cup for chapter efficiency, also spoke.

A remembrance service was held for the three members who died during the past year: President Harding, W. H. Powell of North Dakota and Leroy Johnson of Northwestern University.

Syndicate Adds News-Map Service

The International Syndicate, Baltimore, Md., has added the Clinton R. Thompson daily news-map service to its feature list. Thompson for more than five years was engaged in drawing charts and maps for the Coast and Geodetic Survey at Washington. The maps deal with subjects of general public interest.

NEW ORLEANS STATES' NEW HOME

The New Orleans (La.) States recently purchased the Fairbanks building, corner of Camp and St. Joseph streets, New Orleans, into which the newspaper will move shortly. The building consists of four stories and a basement, where the press equipment will be installed with new additions of press facilities.

Foster Heads Texas Editors

M. E. Foster of Houston, Tex., was elected president of the Texas Editorial Association at the annual meeting held in Corpus Christi, Nov. 16. Other officers elected were: Louis J. Wortham, Fort Worth, first vice-president; June P. Miller, Houston, second vice-president; J. C. Son, Palo Pinto, honorary vice-president for life; Hamp Cook, Houston, recording secretary for life, and Austin Callan, Eagle Pass, corresponding secretary.

We Build Permanent Circulation

We want to get in touch with only one publisher in each of several territories and outline to him a plan that has been a marked success wherever it has been tried. Inquiries are confidential and negotiations are without obligation. We serve only one newspaper in a territory—but we serve that one seriously and successfully.

Our Plan Costs You Nothing Unless We Bring Success to You — and then the Cost Is Very Small.

No Cash Outlay—No Risks—No Contests, Schemes or Trickery—Dignified! Simple! Successful!

HICKEY-MITCHELL CO.

Pierce Building — Builds and Holds Circulation — St. Louis, Mo.

$95.12

Specimens of New 120 point and 84 point Cheltenham Bold Condensed Advertising Figures.

ADVERTISING Figures like these, for big Special Sales, now can be cast from Ludlow matrices in any quantity desired right on your own Ludlow, without change of mold.

These new figures are made in four sizes: 84, 96 and 120 point Cheltenham Bold Condensed, and in 144 point Extra Condensed Gothic. Each figure is cast separately the long way of the slug.

As the supply of these new matrices is limited, we suggest that you place your order immediately.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco Office: 303 Hearst Bldg.

New York Office: 606 World Bldg.

AS A KID CIRCUS IMPRESARIO, GREEN MADE HIS ADVERTISING DEBUT

By Rosalie Armistead Higgins

CHARLES C. GREEN, president of the Charles C. Green Advertising Agency of New York, has had a career that is as interesting as it has been successful. He is a natural born advertising man and that fact was demonstrated in every job he ever held; it was the advertising angle of that job that interested him.

CHARLES C. GREEN

"Charlie" Green, as he is known the country over by hundreds of advertising men, was born in Kent, Ohio, April 4, 1884. When he was still a small shaver in knee trousers, he had his first venture in the field of advertising when he undertook to manage a circus, with another youngster about his own age. Young Green took charge of the advertising, and today he exhibits with a reminiscent smile one of those tickets, "Green & Willard—One Ring Circus." This ticket, with other childish mementoes, is safely locked up in a private drawer of his desk, and is greatly valued by its owner, who with all of his success, still has sentiment about such things.

Charlie Green began his life as a printer's devil on the Kent (O.) Courier, where in addition to setting type, he did reporting, wrote ads and numerous other things. At the age of 18 his father purchased a drug store for him, and started him off in business. The greatest interest the young drug proprietor took in his business was in his window displays. After trying the drug business for awhile, he sold out and became a reporter on the Galion Leader. From Galion, he went to Dayton, where his parents had moved to make their home. Again he secured a position in a drug store, and immediately the windows in the store took on new life. The advertising signs attracted the attention of another druggist, who offered him the position of advertising manager of the Miller Drug Stores.

Then one day, there came to Dayton, E. P. Mertz, of Washington, D. C., who was establishing a proprietary article. His attention was immediately attracted to the advertising of the Miller Drug Stores and he made inquiry regarding the identity of the person responsible for the clever advertising of this concern.

He discovered that this person was Charlie Green, so he immediately sent for him, and offered him a position in Washington, D. C., as advertising manager of his company. Green remained in Washington for two years with this concern, and then established Green's Capital Advertising Agency. After several successful years directing his own agency, his work came under the eyes of the publishers of the Philadelphia North American, and they made him an offer he could not resist. He remained with this newspaper for seven years as promotion and merchandising manager. While on the North American, he organized and directed the National Anti-Substitution League, composed of a large number of national advertisers in co-operation with publishers to protect advertised merchandise from substitution.

Mr. Green did some remarkable work on the North American and was among the first to develop systematic co-operation between the advertising department of a newspaper and its advertisers. In speaking of his work there, Mr. Green said, "I felt that a newspaper could give more efficient service to our national advertisers if we knew what support the retail trade could lend in an advertising campaign. I knew that there were instances in every city where money was almost thrown away because a well-managed and attractive newspaper campaign lacked co-ordination in merchandising. It was agreed that the North American should analyze the market, so that when a contract came to us we would advise our clients how to get the best results. It took some time to work this out, but it paid our advertisers hundreds of thousands of dollars. Today it is a common practice of newspapers to assist national advertisers, but at that time our work was looked upon as a 'cut in advertising rates.'"

While he was on the North American, Mr. Green received an offer from the Dayton (O.) Journal to become its vice-president and general manager. He accepted this offer and went to Dayton, where he remained a year, after which he returned to the North American. While in Philadelphia, Mr. Green took an active part in the Poor Richard Club and was one of its directors. He was active in securing Philadelphia as the meeting place of the Associated Advertising Clubs of the World in 1916.

Later Green resigned from the North American to become merchandising manager of William R. Warner & Company, distributors of a number of lines of well-known advertised products.

In 1917, he came to New York and reorganized the H. E. James Advertising Agency and became president and general manager.

On Nov. 15, 1921 he founded the Charles C. Green Advertising Agency, with officies at 15 West 37th street, New York. Although not quite two years old, the Charles C. Green Agency has thirty people in its employ, and maintains a Philadelphia office, as well as a New York office.

Mr. Green is a true advocate of Theodore Roosevelt's saying that "every man owes something to the upbuilding of the profession to which he belongs." He has given untiringly and unselfishly in both time and labor to the Advertising Club of New York, in which he now is serving a three-year term as vice-president. He is never too busy or too much engrossed in his own affairs, that he has not time for this club, and the great success of the first annual banquet and ball given by the Advertising Club four years ago at the Hotel Astor, was due in a large part to his work and enthusiasm.

Although he has lived away from Ohio for a number of years, his love for his native state is very keen, and he is chairman of the Entertainment Committee of the Ohio Society of New York.

With all of his numerous activities, one could scarcely think he ever had time to play, but he insists that he has, and is a radio and golf fan.

Harding Memorial Week Dec. 9-16

Harding Memorial week will be observed throughout the country Dec. 9 to 16, as part of the drive for members being carried on by the Harding Memorial Association, recently incorporated for the purpose of providing a suitable depository for the remains of the late President and to perpetuate his homestead at Marion, O., as a shrine.

Oyster Dinner in Quebec

The staff of La Presse, Montreal, was entertained Nov. 17 by the management at an oyster banquet. P. R. Du Tremblay and Henry Robert were the principal speakers, although speeches were not the feature of the evening. With Arthur Berthiaume, president and general manager, the head table was occupied by the two above mentioned directors, Z. Fontaine, O. Mayrand, Eugene Lamarche, Henri Bertrand, René Lionais.

To Publish Morning Edition

Commencing Nov. 29, the Moose Jaw (Sask.) Times will publish a morning edition under the name of the Times Morning Herald. It will replace the early mail edition of the Evening Times.

Ready!

We were ready to serve a record-breaking number of newspapers with the best of all Christmas Classified advertising features. And we did.

Now we are ready to help build all-year classified volume better than it has ever been built before on double the number of newspapers we have been serving.

Are *you* ready?

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Otis Building Philadelphia

The St. Regis Paper Company
and the
Hanna Paper Corporation
NEWSPRINT
Daily Capacity 425 Tons
WE SOLICIT YOUR INQUIRIES
GENERAL SALES OFFICE
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FOR PROMPT SERVICE
TYPE · BORDERS · ORNAMENTS
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Hamilton Wood & Steel Equipment
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COLUMBIA DRY MATS
are used by leading newspapers.
Their superior quality guarantees satisfaction.
None better made. Lowest prices.
Immediate shipment from stock.
Write for Samples
COLUMBIA OVERSEAS CORPORATION
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How Many Space Buyers Know West Virginia?

POPULATION

West Virginia is twenty-seventh in population and eleventh in density of population, having 60.9 inhabitants compared with all states in the Union.

MANUFACTURING

The number of manufacturing establishments in West Virginia is 2785 employing 93,688 persons. The total value of manufactured products amounts to nearly $500,000,000. The glass industry, pottery industry, steel and rolling mill industry are the leading industries of the State.

AGRICULTURE

West Virginia has 9,569,790 acres or 62.2 per cent of the total land area divided among 87,289 farms. These farms are valued at $496,439,000. The crops produced on these farms total $100,000,000. The leading crops are corn, hay, tobacco, potatoes and fruits of all kinds suitable to the zone.

MINING

Mining is the leading activity, the State ranking second of all states in the Union in the production of coal. Mines are found in 36 of the 44 counties of the State. There are 125,000 persons engaged in this industry.

TRANSPORTATION

West Virginia is served by twelve railroads having a total length of more than 5,000 miles. The property valuation of railroads in the State is more than $200,000,000.

OIL AND GAS

West Virginia ranks first in output of natural gas. In petroleum output it ranks eighth. The total number of petroleum and natural gas wells is 27,363.

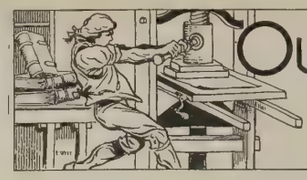
LUMBER INDUSTRY

The value of lumber and timber products amount to $35,000,000. West Virginia ranks first in the production of chestnut and yellow popular lumber. It ranks third in the production of hardwood lumber.

West Virginia is a hustling State and is probably the territory that offers the greatest opportunity for the smallest investment. These are the live dailies.

		Circulation	Rate for 5,000 lines
Bluefield			
**Telegraph	(M)	10,495	.04
Charleston			
**Gazette	(M)	19,097	.06
**Gazette	(S)	24,135	.07
Clarksburg			
*Exponent	(M&S)	8,091	.03
**Telegram	(E)	10,410	.04
**Telegram	(S)	13,198	.045
†Fairmont Times	(M)	7,675	.03
Huntington			
††Advertiser	(E)	10,598	.035
**Herald-Dispatch.	(M)	13,506	.035
**Herald-Dispatch.	(S)	13,458	.04
Martinsburg			
*Journal	(E)	4,037	.03
Parkersburg			
††News	(M)	7,327	.025
††News	(S)	8,919	.025
**Sentinal	(E)	7,486	.03
Wheeling			
†Intelligencer	(M)	12,797	.0325
†News	(E)	15,261	.05
†News	(S)	18,719	.07

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.



Our Own World of Letters

By JAMES MELVIN LEE

IN striking contrast to the review of Oswald Garrison Villard's "Some Newspapers and Newspapermen" (Alfred A. Knopf), printed last week in the EDITOR & PUBLISHER, is the appreciation of that volume by Robert Morss Lovett in the Nation for Nov. 21. Mr. Lovett asks the question, "Who will say that Villard's judgments are not just?" Having answered this question at some length, I need say nothing more at this time. As a matter of news, I want to call attention to Lovett's book review in Villard's own paper.

Again, as a matter of news, I am going to quote this opinion of the impression that a layman would get from reading the volume. It is from the review published in the Boston Herald, Saturday, November 17:

> Any person uninformed in interesting, tantalizing and astonishing castigation of the American press will perceive that the author knows a great deal about his subject and that he wields with obvious gusto a heavy flail. Any person who reads the book through might easily conclude that American journalism has descended far down the slant to the utmost depths of infamy, and that a single righteous man is standing upon the brink of the abyss and telling what he sees.

* * *

THOSE who want to know something about "The Soviet Press" will find an article on that topic in the Nation for Nov. 7. Something of its subject matter and its mode of treatment may be gained from a perusal of its concluding paragraphs:

> The new Soviet journalist is, for the most part, recruited from the ranks of the workers and peasants. Outside of a few special newspapers which appeal to a rather limited audience of specialists, the press in Soviet Russia is becoming a tribune of labor. In the industrial centers the newspapers have full staffs of workers' correspondents who are writing of the life and sentiments of the shops and factories. These correspondents are not outsiders in the factories. They live and work there. In the rural centers the newspapers establish their contact with the villages through the peasant correspondents.
>
> Russia is now in a period of reconstruction in which all the forces of labor must be taxed. In this work the press plays a considerable part as an organizing and controlling factor. The journalist, both the professional and the workers' correspondent, enters the fabric of state construction as a component part performing a definite function.

* * *

THE English periodical, Time and Tide, recently had a personality sketch of Lord Rothermere, who is described as "far and away the greatest of newspaper kings."

* * *

FROM the Wall Street Journal of New York City comes a pamphlet entitled "The Wall Street Journal in Its Beginnings." From a historical point of view, the pamphlet is valuable because of its reproductions from old prints. The paragraphs on barring out deceivers deserve special mention for those who pass on copy of brokerage houses. C. W. Barron, president of the firm which publishes the paper, sets forth his editorial creed on the last page of text. One article of this creed follows:

> I believe there is no higher service from government, from society, from journalism than the protection and upbuilding of the savings of the people.

* * *

HEYWOOD BROUN of the New York World, has written another novel to which he has given the title, "The Sun Field" (G. P. Putnam's Sons). It is as interesting, "it seems to me," as the column which he conducts in the World. Like his column, it will be most interesting to those familiar with New York. Yet newspapermen will find it a good volume to read during days off because of its newspaper witticisms. The sporting editor will probably find the volume more interesting than the chief editorial writer.

* * *

FRANK PARKER STOCKBRIDGE, who was at one time managing editor of the New York Evening Mail, has a corking newspaper yarn in the Blue Book for December, entitled "News." Some of the comments of the author on metropolitan journalism reflect the attitude of the professional toward the game.

* * *

For the cartoonists and other members of the art staff, the current issue of The Mentor has an article of special interest, as it deals with historical cartoons. Its author is Charles Dana Gibson, publisher of Life. The value of the article is enhanced by the cartoon selected by Mr. Gibson for reproduction.

One of these illustrations shows the first American newspaper cartoon, the "snake device" designed by Benjamin Franklin for publication in his Pennsylvania Gazette in 1754. The cartoon represented a snake cut in eight parts; the head represented New England, and the other seven parts, the rest of the English colonies. It bore the caption of "Join or Die."

Mr. Gibson, however, is in error when he says that in 1744, a New York newspaper showed the snake coiled and united. It was in 1774 and not 1744, that John Holt put the snake in the title of his New York Journal. Earlier in the year, he had shown the snake cut into nine parts so that Georgia might be included.

Possibly this snake cartoon is the most interesting in a historical way of all newspaper illustrations. Mr. Gibson, in his article, tells how the Franklin device was reproduced in other colonial newspaper besides The Pennsylvania Gazette. On July 7, 1774, Isaiah Thomas showed the snake cartoon stretched practically across the entire width of his Massachusetts Spy. The cartoon appeared in each succeeding issue as long as The Spy was printed in Boston.

In 1774, the snake cartoon appeared not only in The New York Journal, but also in The Pennsylvania Journal, published by William Bradford of Philadelphia. This Bradford was a direct descendant of William Bradford, the first publisher of a newspaper in New York City.

Albert Matthews of Boston has compiled a monograph giving in full detail the story of this snake cartoon.

* * *

MOST books on advertising deal with the matter in a general way. The book, in the future, to make a contribution to this subject, must limit itself to a specialized field. "Advertising to Retailers," by R. L. Burdick (Ronald Press), is such a book. Its author addresses the text to manufacturers who want to secure the confidence, and indirectly, the orders of the retail trade. He points out the differences that exist in advertising to consumers and in advertising to distributors. He has not hesitated to draw from experiences of manufacturing firms which have successfully solved problems of trade distribution. Best of all, he marks several unusually blind trails for those unfamiliar with the road.

In brief, the book treats such topics as the preparation of copy, the selection of media, the uses and abuses of different appeals, the appropriation for the campaign, etc. Its illustrations have been wisely and carefully selected. Its perusal should aid the manufacturer in securing better co-operation in the matter of trade distribution.

CRAZED BY SICKNESS, SUNDINE ENDS LIFE

Moline Dispatch Manager and Former Inland President Returned from Europe with Nervous Trouble

(*By Telegraph to* EDITOR & PUBLISHER)

MOLINE, Ill., Nov. 21.—John Sundine, business manager and half owner of the Moline Dispatch, ended his own life here at 7:15 yesterday morning. Worry over a nervous breakdown finally brought about his mental collapse.

JOHN SUNDINE

Mr. Sundine spent the last Summer in Europe and returned home late in August with his nervous system shattered. Since that time he had been under constant medical care and within the last fortnight he had consulted two eminent specialists in Chicago. They had advised complete rest and a change of scenery and environment and Mr. Sundine had made all plans to leave Moline yesterday for an extended trip South.

He spent the night at the home of Senator M. R. Carlson, where he played bridge in the evening, retiring without intimation of self-destruction. He arose the next morning and fired a bullet from a 22-caliber revolver into his right temple. Death was instantaneous.

Funeral services will be held in Trinity Lutheran Church Thursday. Active pall bearers will be Moline business associates. Honorary bearers will be Roscoe Chapman, Rockford (Ill.) Star; Wil V. Tufford, Clinton, Ia., secretary of the Inland Daily Press Association; Frank D. Throop, publisher of the Davenport (Ia.) Democrat; John Potter, Rock Island Argus; A. W. Allen, Allen-Klapp Advertising Agency, Chicago, and E. P. Adler, publisher of the Davenport Times.

Mr. Sundine was elected president of the Inland Daily Press Association in 1920, and held the position two years.

JOHN S. CHAMBERS

Former Managing Editor, Sacramento Bee, Dies November 19

John S. Chambers, managing editor of the Sacramento (Cal.) Bee for a number of years, and organizer, prior to that time, of the Superior, Cal., department of that paper, died Nov. 19 at his home in Sacramento. At the time of his death he was manager of the local branch of the Bank of Italy.

Chambers entered newspaper work in 1900, when he joined the staff of the Marysville (Cal.) Appeal. A few months later he joined the staff of the Bee. Subsequently he held the position of news editor and managing editor of the Bee.

HUGH BOYD DIES AT 79

Had Published New Brunwick Daily for 44 Years

Hugh Boyd, aged 79, senior editor of the New Brunswick (N. J.) Home News and Sunday Times, died Nov. 18 in New Brunswick, of cerebral meningitis.

Born in Bangor, Ireland, Mr. Boyd started newspaper work in the office of the Belfast News-Letter, where he served a seven-year apprenticeship in the printing trade.

When he was 24 years old he came to the United States. After a few months in New York he went to New Brunswick, entering the composing room of the New Brunswick Times. He remained with that newspaper for eight years, becoming foreman and then city editor. He purchased the Home News in 1879.

Mr. Boyd is survived by his widow and three sons.

Obituary

THOMAS FITCH, aged 85, a famous Pacific coast newspaperman of the '60's, died in the Alameda (Cal.) Masonic Home, Nov. 12.

WALTER H. MCKEE, aged 57, once vice-president of Typographical Union No. 6, and for 23 years compositor on the New York Journal, died Nov. 14 at Ozone Park, L. I.

EDWARD C. JENNINGS, aged 59, proprietor of the Jennings News Bureau of Pittsburgh, Pa., and sports editor at the Pittsburgh office of the Associated Press, died Nov. 16.

THOMAS HUNTER PURDOM, K.C., aged 70, for many years chief owner of the London (Ont.) Advertiser and a regular contributor to its editorial page, died Nov. 14 after a short illness.

JOHN W. BUTTERS, member of the Boston Globe art department for 38 years, died recently at his home in Winchester, Mass.

PROF. SHUN OHSUMI, political editor of the Tokyo Yorozu Choho, is dead in Paris.

SAMUEL E. WHARTON, aged 63, formerly a publisher at Everett, Wash., and recently on the staff of a Seattle newspaper, died Nov. 10.

WILLIAM H. FEE, aged 55, news editor of the Canonsburg (Pa.) Notes, died at his home Nov. 17 after a brief illness.

MRS. MABEL ERVIN HERRICK, better known as Mab. Ervin, a staff writer on the San Francisco Chronicle died recently after a long illness.

CHARLES S. WEEKS, aged 56, office manager of the Elizabeth (N. J.) Evening Times, died Tuesday, Nov. 20 at his home.

HENRY REESE, aged 63, for 40 years editor and publisher of the Gonzales (Tex.) Inquirer, died at his home in Gonzales recently.

$6,432,333,789

Worth of Products Annually In Illinois

WITH a total income like this partly derived from 237,000 farms valued at $6,666.767,000 of which $1,007,089,-095 is a direct income from farm products and live stock products. Illinois is deserving of first consideration from any National Advertiser.

The remainder of this income is derived from the manufacturing interest whose products are valued at $5,425,244,694.

But the National Advertiser who would sell this great section of the country must think daily newspapers as the media to carry his advertising message.

These daily Illinois newspapers are representative of the locality they represent. They help localize national advertising so that with the co-operation of local merchants, national advertisers get action commensurate with their expenditure.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News .....(E)	16,351	.055	.055
Bloomington Pantagraph ....(M)	17,841	.05	.05
††Chicago Herald-Examiner (M)	337,364	.55	.55
††Chicago Herald-Examiner.....(S)	754,601	1.00	1.00
Chicago Daily Journal.....(E)	117,483	.26	.24
††Chicago Tribune .....(M)	567,628	.80	.80
††Chicago Tribune .....(S)	877,467	1.15	1.15
**La Salle Tribune.....(E)	3,041	.025	.025
**Moline Dispatch .....(E)	10,148	.04	.04
†Peoria Journal-Transcript..(M&E)	32,648	.10	.09
**Peoria Star .....(E)	27,083	.075	.06
††Rock Island Argus.....(E)	10,405	.045	.045
**Sterling Gazette .....(E)	5,755	.03	.03

*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

**A. B. C. Statement, Sept. 30, 1923.

††Government Statement, Sept. 30, 1923.

First in Ohio

Leads all Ohio Newspapers in Paid Advertising

17,530,854 Lines

First TEN Months of 1923.

The Dispatch exceeded the next Ohio newspaper (Cleveland) by over 1,700,000 lines.

Exceeded other Columbus newspapers COMBINED by 2,823,196 lines.

Net Paid Circulation 87,561

Largest in Central Ohio

The Columbus Dispatch.

OHIO'S GREATEST HOME DAILY

New Records

From nothing to 200,000 in seven months on Sunday—From 25,000 to 200,000 in eleven months Evenings. Watch for the next chapter.

DETROIT
Evening and Sunday
TIMES

IN NEW ORLEANS NOW IT'S THE STATES

Largest afternoon city circulation.
Largest afternoon circulation in New Orleans trading territory.
Total daily over 52,000
Total Sunday over 77,000
1922 advertising gain, 1,025,432 agate lines.
Greatest record in the South.
Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by
JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco
and
S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A. B. C.

KELLY-SMITH CO.
Marlborough Bldg. New York
Lytton Bldg. Chicago

MILWAUKEE

is the ideal try-out market. Representative in size—not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—

The Milwaukee JOURNAL FIRST—by Merit

Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT
(*London Editor*, EDITOR & PUBLISHER)
London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

British Presidents for 1924 Convention: The announcement that Viscount Burnham, chief proprietor of the London Daily Telegraph, and Lord Leverhulme, chairman of the house of Lever Bros., Ltd., and the Lord Mayor of London (Sir Louis Newton) have consented to act as presidents of next year's British Advertising Convention has given complete satisfaction. It is doubtful whether two more representative men than Lord Burnham and Lord Leverhulme could have been chosen as being likely to please our American visitors, both being well known on both sides of the Atlantic, and both typical heads of the respective enterprises—the one a great publisher, the other a great advertiser. In the person of Sir Louis Newton, the Lord Mayor of London, who is entering upon his year of office on the day upon which these notes are written (November 9), is typified the civic dignity of London itself, and no greater compliment could be offered to the visiting delegates than this from the City of London.

The Convention Fund Is Growing: Although it may not interest our American friends as it does ourselves, the growth of the Convention Fund is worth mentioning as indicative of the increasing support being given to the movement. The latest subscribers are Sir James Hill, chairman of the Bradford Newspapers Company, Ltd., who has given £1,000 (this a result of the great Bradford banquet); the United Billposters' Association with another £1,000; and Mr. Macaskie, managing director of the Yorkshire Evening News, who has given £500. The fund now stands at over $90,000.

Irish Free State Getting Busy: I am informed that exceptional interest is being shown in Dublin and an immediate meeting is being called to decide what steps shall be taken to associate Irish Free State advertising interests with the convention. Brian O'Kennedy, of Kenny's Advertising Agency, Dublin, is a prime mover in this and the first meeting will be held soon. Other firm supporters in the city are T. A. Grehan of the Independent Newspapers, Mr. Symington and Pat Montfort of the Freeman's Journal, and S. McConnell of McConnell's Advertising Service.

National Reception Committee Chairman: Sir Herbert Morgan, one of the most popular figures in British advertising circles, who has consented to act as chairman of the National Reception Committee, is closely identified with Lever Bros., Ltd.

Newcastle Wants to Know: The Newcastle Advertising Club, the publicity organization of a city that is a great coal and shipbuilding center, invited W. S. Crawford to address them on Nov. 13, on the subject of the convention and what has been done.

Scotland's First Steps: The first active steps toward Scotland's participation in next year's International Advertising Convention were taken on Friday, Nov. 2, when H. Thomson Clark (Glasgow Herald) presided at a meeting in Glasgow at which a large company of advertising men was present, including several representatives from Aberdeen and Edinburgh. The chairman said that after attending the convention meetings it was assumed that a good many of the American delegates would wish to visit Scotland, and on a moderate estimate the number might be put at 500 at least. He suggested that advertisers in Scotland should also form themselves into a corporate body for the purpose of welcome and entertainment when the delegates came to Scotland.

It was decided that the name of the organization be the "International Advertising Convention of 1924, Scottish Section." The executive committee included Thomson Clark, W. L. D. Yule, Mr. Aitken (Edinburgh), D. C. Cuthbertson, Bryce Morrison, Mr. Coutts (Aberdeen), Mr. Hammond, Mr. McDuff, John C. Bruce (Edinburgh), Peter Menzies, Alexander McKenzie, Mr. Firth, Shaw Maxwell, Mr. Cossar, Arthur Woolley, with H. W. Dick, the Evening News, Glasgow, as secretary.

Who's Who In the British Convention Movement: The following is the official list of advertising clubs and other associations in Great Britain, with the delegates representing them, that are responsible for the conduct of the International Advertising Convention to be held in Great Britain at Wembley, July 14 to July 19, 1924:

Thirty Club of London, represented by C. Harold Vernon, John Cheshire, W. S. Crawford, Philip Emanuel and members.

Newspaper Proprietors' Association: Lt.-Col. E. F. Lawson, D.S.O., M.C., B. F. Crosfield, T. W. McAra.

Weekly Newspaper and Periodical Proprietors' Association: George Springfield, C. R. Johnson, S. H. Perren, E. S. Agnew.

Newspaper Society: Sir James Owen, Valentine Knapp, Frederick L. Armstrong.

Scottish Daily Newspaper Society: H. Thomas Clark, H. J. Lees, J. A. W. Mudie.

British Association of Trade and Technical Journals (now amalgamated with W. N. P. P. A.): Sir Edward Iliffe, Percival Marshall.

Association of British Advertising Agents: James Strong, W. H. Carr, A. J. Greenly.

A. B. A. A. Audit Bureau: Philip Benson, R. J. Sykes, Paul E. Derrick.

Association of Advertisement Managers: H. C. Paterson, F. Osborne, A. Sherwin-Thomas.

Incorporated Sales Managers' Association: Arthur Chadwick.

Incorporated Society of Advertisement Consultants: Thomas Russell.

Incorporated Association of Retail Distributors: T. Ernest Jackson.

Incorporated Society of British Advertisers: N. F. Kingzett, J. A. Kenningham, H. T. Humphries.

Aldwych Club: V. J. Reveley, E. T. Nind, W. H. Beable.

Publicity Club of London: Robert T. Thornberry, Roy Hardy, D. J. Mugford.

Fleet Street Club: Charles Crane, Gilbert A. Godley, A. Harold Paine.

United Billposters' Association: Walter Hill, Charles Pascall, George F. Smith.

British Association of Display Men: E. Willson, L. Feery, W. Rowe.

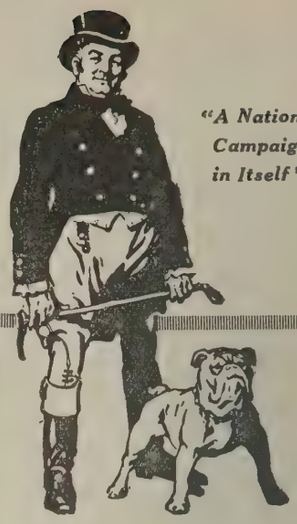
Federation of Master Process Engravers: A. Dargavel, A. Craske, F. H. Vaus.

Federation of Master Printers: A. E. Goodwin, Lt.-Col. J. R. Truscott.

Advertising Club of Ulster: Sam G. Haughton.

Irish Newspaper Society: J. J. Symington.

Women's Advertising Club of London: Miss Marion Jean Lyon, Miss F. Sangster, Miss A. Meerloo.



"A National Campaign in Itself"

Britain's Dominant Weekly

JOHN BULL is a paper with a purpose. Imbued with the real Crusading spirit, it fights fearlessly for Truth and Right against the forces of Ignorance, Tyranny and Dishonesty wherever these be found. Its pages are a forum from which prominent public men speak to the people. Every week it carries a wave of sane Optimism throughout the length and breadth of Britain.

That is why JOHN BULL has such a hold on the British Public. It is read by the man who walks to save his car-fare and the magnate who goes to his office in his own Rolls-Royce; by the parson in the pulpit and the woman at the wash-tub.

To advertise in JOHN BULL is to cover the whole country and to reach every spending section of the community.

Latest Certified Net Paid Sales per issue (less all Free Voucher and Return copies)

830,197

an increase of over 42,000 in six months.

JOHN BULL
WEEKLY 2d

Write for Advertising Rates (which are based on a 600,000 Net Sale) to:

Philip Emanuel,
Advertisment Manager,
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

The Daily Mail

(LONDON)

FRONT PAGES

The Best Advertising Value in the World

ONLY FOUR FRONT PAGES
LEFT IN FIRST SIX MONTHS
OF NEXT YEAR

MARCH 14 **MAY 1**
APRIL 21 **JUNE 9**

The principal news page contains a solus position measuring 4½″ wide x 8″ deep. The price is £200. A few dates are still open.

"Run of paper" spaces may be booked at the rate of £6 per Single-Column inch.

"Next Matter" positions at £7 per Single-Column inch. Length of column 22″.

THE DAILY MAIL

The World's Largest Guaranteed Net Daily Sale

NEW YORK OFFICE
280 BROADWAY
TELEPHONE
WORTH 7270

EDITORIAL

MODERN CENSORSHIP

THE question of an honor-bound censorship of the press through stated confidences is a menace to free reporting that has reached a point where concerted action by newspaper men is demanded.

Any action by the Secretary to the President of the United States that will either admit or exclude certain individuals from the ranks of the newspaper men who would attend the White House Conference is immaterial.

The newspaper men of Washington have proven themselves capable of policing their own ranks and protecting themselves, the President and the public from the journalistic leech.

However, conferences with responsible officials do not seem to be the short route to truth—which is the first duty of honest journalism—even if there is no restricting hand that will decide who shall and who shall not be present.

What has come to be known among American newspaper men as a conference—no matter whether it is at the White House, the State Department, the Navy or with the financial wizards of Hollywood—has developed into a censorship of the press that is much more dangerous than the accepted censorships of the official blue-pencil.

The first purpose of the official conference was to stop loose reporting and give every representative of the press an authoritative background that would make it possible for the writer to mould public opinion on the basis of truth, even though the opportunity for placing responsibility was greatly restricted.

The "conference," according to the terms accepted by American newspaper men and women belongs to this country, although it has been identified with European newspaper work as a hindrance since the Peace Conference. From the standpoint of "efficiency," it is a time-saver.

The conference which binds men and women by confidence has proven the most effective substitute for a much more brutal censorship of force.

The mere fact that a question asked in conference and answered under the rules of honor not only binds the questioner but all other persons present, is sufficient reason why the present system should be abolished.

There is plenty of evidence that the present system, especially as it is practiced in Washington, is a failure.

Then within a week we have heard:

That one of the biggest scandals in the history of college sport is not being told because of the confidences of honor that are binding sporting editors to silence.

In Washington a hundred stories remain untold because the word of honor holds the correspondents there under a censorship of confidence, that have been placed wholesale.

There can be no refuting the facts as set forth by Fred S. Ferguson in this issue of EDITOR & PUBLISHER that the truth about what was to have been the final peace was only half told and the first pathways were blazed to new wars.

Good may come from the break between the Washington newspaper correspondents and the Secretary to the President. The official Washington conference with its honor-bound confidences, stated and implied, has removed the danger of a beat, killed initiative, given the drone a place of importance with the laborer and kept from the American public the whole truth about their own Government.

THE success of EDITOR & PUBLISHERS' International Year Book in the past can be largely attributed to the helpful co-operation of the newspaper and advertising interests of this and other nations. The final work of compiling data for the next issue which appears in January, is now under way and it is important that the entire publishing and advertising industry give all possible assistance in making the coming number as complete and authoritative as those of the past. While many sources of information are open to EDITOR & PUBLISHER, it is preferred that all information used should come from persons most concerned. For this reason immediate attention to all requests for information will be appreciated.

THANKSGIVING

PSALM LXXV: 1-10

UNTO thee, O God, do we give thanks, unto thee do we give thanks: for that thy name is near thy wondrous works declare.

When I shall receive the congregation I will judge uprightly.

The earth and all the inhabitants thereof are dissolved: I bear up the pillars of it. Selah.

I said unto the fools, Deal not foolishly: and to the wicked, Lift not up the horn:

Lift not up your horn on high: speak not with a stiff neck.

For promotion cometh neither from the east, nor from the west, nor from the south.

But God is the judge: he putteth down one, and setteth up another.

For in the hand of the Lord there is a cup, and the wine is red; it is full of mixture; and he poureth out of the same: but the dregs thereof, all the wicked of the earth shall wring them out, and drink them.

But I will declare forever; I will sing praises to the God of Jacob.

All the horns of the wicked also will I cut off; but the horns of the righteous shall be exalted.

FRANCE'S NEW ARMY

THE present French Government must at least be credited with frankness in its statement as to the uses to which a secret fund of 6,000,000 francs is to be put in 1924.

In a statement accompanying the request in the name of President Millerand for this appropriation, there is no effort to deceive. France needs favorable news publicity and is willing to pay high for it.

It is set forth in part that "The voice of our press and the words of our orators do not penetrate to the masses of the foreign public. To reach these masses effectively, the only sure means is daily information, sent by agencies or special correspondents and produced mechanically by newspapers, read in thousands of copies throughout the universe."

In another place we find the interesting observation that, "It is under discreet and ceaseless action of these press telegrams that great currents of opinion are formed which react so powerfully on the attitude of governments."

It is all very frank, but two questions arise. First, who is going to get the money; second, what newspapers will print this announced propaganda—and why?

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10 *cents a copy;* $4 *a year; foreign* $5; *Canadian* $4.50

THE ADVERTISING EXPOSITION

THE outstanding feature of the Advertising Exposition, held last week at the Seventy-first Regiment Armory, New York City, under the auspices of the Advertising Club of New York, was the fact that more than 30,000 people paid 50c apiece to obtain admission to the exhibits.

The officers and directors of the club are to be congratulated upon the high-toned, dignified way in which the Exposition was conducted. It was noticeably free from all noise and bluster and catch-penny devices—in fact, the burlesque, the bizarre and the grotesque were all noticeable by their absence. There was a degree of refinement and elegance about the booths that it is altogether wholesome to associate with the great business of advertising.

Perhaps the greatest accomplishment of the Exposition is to be credited to the broadcasting by radio of the views of expert merchandising, marketing, advertising and agency men, who lectured every day during the week on the economical advantages of advertising. They told audiences within the Exposition, numbering from two to four hundred, of the power of advertising; how advertising reduced the cost of living; how it served the public interest; and these addresses reached hundreds of thousands of radio fans in the metropolitan area.

But, as an educational exhibit, the Exposition was an absolute failure. Most of the space was occupied by the publishing interests of the metropolis. Practically all of the daily newspapers of the Greater City were represented; some of the magazines. The agents had an exhibit occupying about 100 sq. ft., in which charts and layouts referred the readers to case No. 1, case No. 2 and case No. 3, and so on; but aside from the presence of an office boy distributing a little booklet entitled—"The Advertising Agency of Today"—the booth was unattended. It appeared that the Agents as well as the advertisers had failed to sense aright the public interest in advertising and had only one idea in mind apparently that of helping to finance the Exposition by taking floor space.

This was in marked contrast to the efforts of the Agents "overseas" at the Advertising Exposition in London when the staffs of all the Agents were present during the day and in the evening to explain to visitors the economics and advantages of advertising. Surely, "the gift without the giver" is of little avail.

In some of the publicity and indeed, in some of the advanced promotion literature, signed by the president of the club, statement was made that this was "the first national advertising exposition," which of course, is not the fact and obviously, the public has a right to look to advertising men for the truth in matters relating to their own affairs.

The first Advertising Exposition was held in Chicago at the Colosseum in the fall of 1905. The second Advertising Exposition was held in Madison Square Garden the week of May 3d to the 10th, 1906, at which more than 25 firms had exhibits. George French told the story of the Exposition in a signed article in "Profitable Advertising" for June, 1906. John Clyde Oswald, of the American Printer, was one of the exhibitors.

The third Advertising Exposition was held in London, England; the fourth in Gottenborg, Sweden, and this show at the Seventy-first Regiment Armory must have been the fifth Advertising Exposition ever held and not the "first," as claimed by the Advertising Club of New York.

But the gratifying part of it all is that the public has manifested a wholesome interest in advertising; the public has indicated a willingness to pay out its good, hard-earned money to ascertain the truth as to whether or not advertising is a public servant.

It is to be hoped that the Advertising Exposition idea will be encouraged and that next year's show may have examples of original packages, showing refinements, brought about through superior Agency service; original copy, with changes made and the reasons why, the development of sketches and illustrations and a demonstration of the power of advertising as the motive power of modern business.

Advertisers and agents should co-operate wholeheartedly with the publishers in presenting the basic facts in the public interest.

PERSONAL

H. H. FIELD, business representative in this country of the London Daily Mail, is sailing for London, Nov. 27, aboard the "Berengaria" and expects to return to New York early in the new year.

Harry Baker, general manager of Pacific & Atlantic Photo Service, has gone abroad to perfect the service's European organization. He is visiting London, Paris and Berlin, and plans to return to this country the first of the year. Joseph Wurzel is in charge during his absence.

Victor H. Hanson of the Birmingham (Ala.) News has been appointed a trustee of the Alabama Polytechnic Institute to succeed W. K. Terry, resigned.

B. B. Cather, editor of the Jacksonville (Ala.) Southern Aegis, has received notice of his appointment as one of the field agents of the state tax commission.

Former United States Senator Frank J. Cannon of Utah, an old time newspaperman and printer, will be the principal speaker at a meeting of the employing printers of Pittsburgh, Nov. 27.

Norman E. Mack, publisher of the Buffalo (N. Y.) Times, is one of the backers of the new Miami Jockey Club, which will build a $400,000 race track at Miami, Fla. He has been elected a director of the club.

E. C. Hopwood, editor of the Cleveland Plain Dealer, was one of the leading speakers, Nov. 15, at a joint dinner of the City Managers' Association and the National Municipal League in Washington.

Elinor M. Patterson, daughter of Mr. and Mrs. Joseph Medill Patterson, of Chicago, will be formally presented to society at a musical and dance Friday evening, Dec. 28, in the crystal ballroom of the Blackstone Hotel.

Nicholas Roosevelt, editorial writer for the New York Times, sailed recently for Europe, where he plans to spend a few months traveling.

Elzey Roberts, publisher of the St. Louis Star, has been in New York for 10 days on business. A graduate of Princeton, he attended the Princeton-Harvard and Yale-Princeton football games.

Willis J. Abbot, editor of the Christian Science Monitor, Boston, spoke on "Some Problems of Journalism" at the Boston Y. M. C. A. forum, Sunday, Nov. 18.

Victor H. Morgan, formerly editor of the Cleveland Press, has resigned as clerk of the city administrative code survey body selected by the city council several months ago to make a preliminary report on the city manager plan, under which Cleveland will be operated after Jan. 1, 1924.

Mrs. Martin J. Hutchins, wife of the managing editor of the Missoulian of Missoula, Mont., visited in Chicago for several days recently. Mr. Hutchins formerly was managing editor of the Chicago Journal.

B. K. Schaeffer, editor of the Curtis (Neb.) Enterprise, after 37 years of newspaper work, has retired.

Mrs. H. M. Patterson, magazine writer of New York, reached San Francisco recently on her return trip from the Orient.

Mrs. Ray Green, wife of Ray Green, publisher of the Concordia (Kan.) Blade-Empire, was recently elected president of the Fifth District Federation of Women's Clubs, Kansas.

Walter B. Brown has resigned as editor of the New York Commercial, following five years of service on that newspaper. He will continue to write financial news for the United News and continue to act as United States correspondent for the London Financial News.

James A. Meeks, publisher of the Danville (Ill.) Press, is being mentioned by Democrats as candidate for governor.

E. J. Stackpole, president of the Harrisburg (Pa.) Telegraph Printing Company, gave a dinner upon the retirement of Boyd M. Oglesby, who recently resigned as a director of the company and as advertising manager of the Telegraph.

J. W. Dafoe, editor, Winnipeg (Man.) Free Press, who has been attending the Imperial Conference in London, has returned home. On Nov. 20 he addressed the Canadian Club of Montreal on his impressions.

C. W. Wilson, editor of the Tuscola (Ill.) Review, entertained 65 Knights of Pythias friends at a pig roast last week.

Dr. Borje H. Brilioth, director of the Swedish News Exchange, and American representative of the Swedish Associated Press, returned Friday from a two months tour abroad.

L. B. Palmer, manager of the American Newspaper Publishers Association, is recovering from a severe attack of ptomaine poisoning.

IN THE EDITORIAL ROOMS

WILLIAM K. KELSEY has returned to the home office of the Detroit News after spending four years in Europe. For two years he had charge of the News London office, and for two years he occupied the same position in Paris.

Charles Donelan, staff cartoonist on the Boston Traveler, recently gave a chalk talk and a series of illustrated anecdotes before the Knights of Columbus in Natick, Mass.

Frank Lancaster, for many years active on trade journals in New York, was seriously injured when run down by an automobile in Washington, D. C., recently. He will be confined to the hospital for three months.

Tom A. Daly, Philadelphia newspaper man and poet, in Peoria, Ill., recently to address the University Club at its annual dinner, spent his spare hours finishing his newest book "The Joys of a Big Family," which is to be published this winter.

A. F. Smith has been named city editor of the Worcester (Mass.) Gazette succeeding Nicholas J. Skerrett, who died recently.

Edward E. Whiting, editor of Whiting's column in the Boston Herald, recently addressed the Boston chapter of the American Institute of Banking.

J. H. Nivert-Chatelain, a French newspaperman, has been visiting in Worcester, Mass., in the interests of a Franco-American guide book designed to create more cordial feelings between France and America.

Charles T. Hoge, city editor of the Oregon Journal, is recovering from an operation.

A. H. Kirchhofer has returned to Washington, D. C., to take charge of the Buffalo (N. Y.) News Bureau there.

Mrs. Otis Carl Williams, a former member of the Worcester (Mass.) Telegram woman's staff, has been appointed to direct publicity for the Republican Women's Club of Worcester county.

Frank A. Burggraf, assistant editor of the Tuscola (Ill.) Review, is recovering from an attack of pneumonia.

John Corbin, dramatic editor of the New York Times, gave an address at Clark University, Worcester, Mass., recently on "New Methods of Staging Shakespeare."

Joseph A. Callahan, assistant city editor of the Boston Traveler, has been presented an honorary life membership in Brookline Lodge of Elks.

William E. Soule, associate editor of the Boston Globe, has been elected worshipful master of Aberdour Lodge, A. F. & A. M.

Arthur Joyce, city editor, Philadelphia Public Ledger, was given a surprise party by thirty members of the staff Saturday, Nov. 17.

Frank Craven, foreign editor of the Philadelphia Public Ledger, returned recently from a two months' journey through Europe.

A. McLean Parker and John Fitzgerald, formerly on Philadelphia newspapers, have taken positions in Camden, Parker with the Post-Telegram, and Fitzgerald with the Courier.

J. Walter Fox, veteran reporter on the Philadelphia Evening Bulletin, recently lost $2,000 in Liberty bonds, several articles of jewelry and a large assortment of clothing, when burglars entered his home in Highland Park.

H. G. Quinn, night telegraph editor of the Duluth (Minn.) News Tribune, is entitled to damages in the sum of $3,025, for injuries received when struck by an automobile on July 30, 1922, while on his way from work, the State Supreme Court ruled recently.

William S. Parker, editorial writer, Boston Globe, spoke before the parishioners of St. Stephen's Episcopal Church, Lynn, Mass., Nov. 22.

Harold E. Cassill, for two years city editor of the Spokane (Wash.) Chronicle, has resigned and will go to New York Jan. 1, where he will be associated with an advertising agency. Russell Arden Bankson, assistant city editor, succeeds Mr. Cassill. Bankson is in turn succeeded as assistant city editor by H. Pitts, transferred from the copy desk. Will Reilly takes Pitts' place on the desk.

Willard B. Porter, city editor Salem (Mass.) News, recently gave a talk on newspaper work before the Peabody, Mass., Historical Society.

William Munroe Trotter, editor of the Guardian, a weekly publication issued at Boston, in the interests of negroes, was tendered a testimonial ball recently in observance of the 22nd anniversary of the paper.

Miss Frances Boardman, dramatic editor of the St. Paul Dispatch-Pioneer Press, addressed the Twin City High School Press Club on "Interviewing," Nov. 13.

Frank Wing, caricaturist, has left the St. Paul Dispatch-Pioneer Press and plans to do work for papers in Kansas City, Milwaukee and other cities.

Donald Hough, outing editor of the St. Paul Daily News, and Mrs. Hough, have announced the birth of a son.

R. Ray Baker, telegraph editor of the Grand Rapids (Mich.) Press, and his wife, were given a farewell dinner and dance by 40 members of the Press staff, Nov. 16, on the occasion of Baker's departure for Ann Arbor, where he will become managing editor of the Ann Arbor Times-News.

James C. Colvin has resigned as city editor of the Hillsboro (Ill.) Montgomery News, to re-enter the University of Illinois.

William A. Lansbury, editor of the Ashton (Idaho) Herald, has recently returned from a trip to Moscow and is giving his readers features on his trip.

Ida F. Wain, assistant editor of the Women's Page of the Detroit News, is back at work after a serious illness.

Chas. D. Cameron, special writer for the Detroit News, has returned from a two months' trip to Europe.

Arthur G. Staples, managing editor of the Lewiston (Me.) Journal gave an address at Community House, Brunswick, recently.

FOLKS WORTH KNOWING

MAX LIEF, two years ago cub reporter on the New York Daily News—and very young—this week made a flying leap ahead, when he took his place in the ranks of New York "colyumists."

MAX LIEF

The Daily News, starting Monday, Nov. 19, introduced a column of wit and humor under the caption "Snap Shots." Lief is the conductor. The appointment was made by Col. J. M. Patterson of the Chicago Tribune.

In 1921 Lief was graduated from New York University. Like many before him, he set out first to see the world. The summer following his graduation he "bummed" his way abroad. In Paris he took a job as copyreader on the Paris edition of the Chicago Tribune. He worked one night, for which, he says, he was paid 35 francs.

Enough of Paris. New York looked better. Lief returned to Park Row, hunting for a job. Received kindly, but rebuffed frequently by the Daily News, he was finally given work as a reporter.

Last year he was given big assignments and handled them well. It was Max Lief who, working for the Daily News, exposed Prince Louis Henry de Bussigny de Bourbon as Harold Schwarm, New Britain, Conn., town dude, and Prince Zerdecheno Mohammed Saide as Jay A. Bonsou, Chicago salesman. Both bogus princes had been idols of New York society.

While at college Lief worked on the Daily Northside News, New York, first as reporter and later as city editor.

He is a frequent contributor to Life and "Short Turns and Encores" in the Saturday Evening Post.

The Philadelphia North American received so many returns from one advertisement of the Haskin Information Service that it bought large space to announce the fact in the New York World and the Chicago Tribune.

H. L. Hindley, editor of the Rutland (Vt.) Herald, has returned to his duties following an illness.

Harry Snyder, editor of the Shepherdstown (W. Va.) Register, made the dedication address at the opening of Fairfax Field, Shepherd College.

Talbot Patrick, formerly political writer for the Chicago American, and more recently of Lima, O., visited in Chicago last week. He is planning to leave soon on a trip around the world.

Joseph L. Kraemer, for the past twenty-five years in charge of the Detroit News art department, suffered a broken arm when his automobile kicked back as he was cranking it.

Palmer H. Hutchins has returned to his desk in the Detroit News office after a two weeks' visit with his parents in Girard, Pa.

Grayce Druitt Latus, travel editor of the Pittsburgh Post, was the honor guest at the Pittsburgh Retail Shoe Merchants' Association fall dinner, Nov. 15, and gave a report of her visit abroad the past summer.

Miss Florence Davies, recently returned from Europe, has assumed charge of the art department on the Detroit News. Miss Davies' former position as editor of the Women's Page is now filled by Miss Mary I. Oleson.

Dudley Davis, reporter on the Houston (Tex.) Post, has sailed from Galveston with Willie Willis, big game hunter, for the east coast of Africa, where he will do a series of articles for the Post on big game hunting.

George Seldes, on the foreign staff of the Chicago Tribune, was a recent visitor to Chicago.

Edgarda S. Cargill, wife of J. Lester Cargill, political writer for the Bridgeport (Conn.) Sunday Herald, is recovering from an operation.

Oliver L. Hall, managing editor of the Bangor (Me.) Commercial, spoke on "Journalism," at a meeting of the Men's Club of St. John's Episcopal Church at Bangor.

Howard I. Comstock, day city editor Bridgeport (Conn.) Telegram, recently addressed the business men's club in Fairfield, Conn.

HOLDING NEW POSTS

F. W. NORCROSS, for 21 years religious editor, Philadelphia Public Ledger, to religious editor, Philadelphia North American.

Eldon Mathews, from advertising solicitor, Bellefontaine (O.) Index-Republican, to circulation department, Columbus (O.) Dispatch.

Will E. Hayes, from news editor, Wilmington (N. C.) Star, to managing editor, Fayetteville (N. C.) Observer.

W. J. Gross, from city editor, South Bend (Ind.) Tribune, Mishawaka office, to associate editor, Fort Wayne (Ind.) News-Sentinel.

H. B. Leonard, from city circulation manager, South Bend (Ind.) Tribune, to circulation manager, Jamestown (N. Y.) Journal.

Walton Opie, from city editor, Staunton (Va.) Leader and News-Leader, to advertising manager, succeeding A. F. Riffe, who died last June. E. Lewis Knowles to city editor, succeeding Opie.

Walter Bouve, from copy reader, Philadelphia Record, to city editor, Albany (N. Y.) Knickerbocker Press.

Ted R. Johnson, from Greensburg (Pa.) Record, to local staff, Philadelphia Record.

Thomas B. Shankle, from copy desk, Philadelphia Record, to Hearst forces, Chicago.

John R. Renwick, from reporter, Philadelphia Record, to staff Philadelphia Inquirer.

George W. E. Smith, from Starr Service Corporation, Cincinnati, O., to classified advertising staff, Cincinnati Post.

Clyde Kline, from display advertising staff Reading (Pa.) Eagle, to display staff, Reading Times.

Wallace Willetts, from night editor, Lansing (Mich.) State Journal, to capitol correspondent for Detroit Times and Lansing Capital News.

Lawrence McCracken, from Adrian (Mich.) Telegram, to night editor, Lansing (Mich.) State Journal.

L. C. Cleveland, from advertising staff, Lexington (Ky.) Leader, to advertising manager for Wolf-Wile Company's department store, Lexington.

Earle R. Pitt, from Lansing (Mich.) Capital News to reportorial staff, Lansing State Journal.

H. Bond Bliss to Lansing, Mich., correspondent of the Wall Street Journal.

William Millan, from telegraph editor, Burlington (Vt.) News, to Washington staff, Associated Press.

L. E. Platt, Newtown (Conn.) Bee, to staff Bridgeport (Conn.) Telegram.

Ernest Davies, formerly of the New York Globe, to reportorial staff, Bridgeport (Conn.) Telegram.

A. L. Weeks, from theatrical editor, Detroit News, to director, book review department.

Clark Kinnaird, from Sunday feature writer, Detroit News, to manager, Cleveland office, Central Press Association.

Jack Higgins, of London, England, to assistant in library, Cleveland Plain Dealer.

W. W. Pigue, from advertising manager, Fort Worth (Tex.) Press, to advertising manager, Houston Dispatch.

MARRIED

BETH STEWART, daughter of Raymond G. Stewart, publisher of the Cedar Rapids (Ia.) Tribune, to Gordon Gregory Hollyer, of the editorial staff of the Buffalo (N. Y.) Courier, Nov. 8, in Buffalo.

Miss Alice L. Roop, society editor of the Wilmington (Del.) Every Evening for the past few years, to James W. Hahn, an instructor in the Jarrettsville, Md., high school, Nov. 10.

John E. Blackson, advertising manager of the Wilmington (Del.) Every Evening, to Miss Frances H. Carpenter, bookkeeper for Every Evening.

Miss Katherine Lyons, dramatic editor and critic of the Boston Traveler is engaged to marry Herman Bletzer. The wedding will take place in the near future. Miss Lyons' Traveler associates have presented her a mahogany writing desk.

The engagement of Anne Fisher, of Geneva (Ill.) to Cadwell P. Mead, associated with his father in the publication of the Geneva Weekly Republican, has been announced. The wedding will be an event of the holidays.

H. M. Hodgson, of the telegraph desk, Chicago Tribune, to Miss Imogen Wilson, of Joliet, Ill.

W. D. Richardson, sports writer, New York Times, to Miss Genevieve E. Deming, recently.

John J. Buck, a Lexington, Mass., correspondent of Boston newspapers, to Miss Ellen A. Ross, Nov. 14.

Edward C. Davis, of Saugus, Mass., formerly West Lynn district man for the Lynn (Mass.) Telegram-News, to Miss Elsie Wing, Nov. 10, at Boston.

E. L. Tyson, radio editor, Detroit News, to Miss Augusta Luekenbach, at Tyrone, Pa.

Philip R. Bronson, sporting department, St. Paul Dispatch-Pioneer Press, to Miss Florence M. Pitzen, of Hastings, Minn., Nov. 9.

WITH THE ADVERTISERS

FRANK W. WARDWELL, a member of the Portland, Me., Ad Club has returned from a ten days' hunting trip in the vicinity of Patten, Me., bringing a fourteen-point buck weighing 200 pounds.

E. H. McCully has been appointed assistant sales manager of the Wallace Pencil Company, of St. Louis. He was the Pacific Coast representative of the Wallace Company for a number of years.

Edward Thierry, formerly with the Newspaper Enterprise Association in New York, has joined the advertising staff of the White Motor Company, Cleveland.

Harry E. Martin, assistant advertising manager of the Guardian Savings and Trust Company, Cleveland, will be instructor in a new course of journalism to be taught in the Y. M. C. A. School of Technology.

NEWS SERVICES AND SYNDICATES

PHIL G. LOUCKES of Harrisburg bureau of the United Press has been transferred to the Washington bureau.

William E. McAvoy, assistant superintendent of the House Press Gallery, has resigned and will be a member of the Capitol staff of the United Press at the coming session of Congress.

The Amarillo (Texas) Post has been elected to membership in the Associated Press.

CHANGES OF OWNERSHIP

THE Hamilton (Ont.) Herald has been purchased by W. F. Herman, publisher of the Windsor (Ont.) Border Cities Star, and formerly proprietor of the Saskatoon (Sask.) Daily Star and the Regina (Sask.) Post.

The Leoti (Kan.) Standard has been sold by Lee Oldham to Harry B. Helms. Harry Coyne will continue as publisher.

The Stites (Idaho) Enterprise has been sold to J. R. Dunphy, of Spokane, and has been changed to the Idaho County Enterprise.

L. I. Purcell, for eight years owner of the Weiser (Idaho) Signal, has purchased the Payette (Idaho) Independent. He will retain his interest in the Signal.

Conrad N. Church, managing editor of the Ann Arbor (Mich.) Times News, has purchased the Blytheville (Ark.) Courier, and will take charge Dec. 1.

The Belleville (Ont.) Intelligencer has been purchased by S. B. Dawson, formerly of Stratford, Ont.

B. Franklin Waite, owner of the Morris (N. Y.) Chronicle, has purchased the Johnson City (N. Y.) Herald from Vivian Bradbury.

W. H. Woodhouse, former editor Richland (Mo.) Mirror, has purchased a half interest in the Baxter Springs (Kan.) Citizen from A. E. Pfemmer.

Ralph H. Kelly has purchased the Soda Springs (Ida.) Chieftain from J. W. Work.

Willard McCoy, of the Palisade (Col.) Tribune, has sold that paper to C. W. Culhane.

H. Lee Waters has purchased the Kim (Col.) Kim County Herald from W. C. Byers and C. R. Johns.

D. Brazell, of Topeka, has leased the Gage (Okla.) Record from D. G. Fields, with an option of purchasing it.

D. R. Huffaker has purchased the lease held by J. A. Fore on the Collinsville (Tex.) Weekly Times and has again become editor of this paper. Fore had been in charge of the paper for about a year. Huffaker now becomes editor and publisher.

The Marietta (O.) Register-Leader, owned by the Pioneer Printing Company

Selling the Idea of Religion

Advertising men know that they get best results when they sell the prospect the advantages to be derived from use of the article, instead of selling the article itself.

It is the same way with church advertising.

If all the men of your town could be persuaded that they would be better fit to cope with business difficulties and perplexities on Monday if they went to church on Sunday many of them would go at once.

It is on this broad basis that the Church Advertising Series No. 4 has been planned. These ads are suitable for use by one church or a group of churches. Many publishers use them to create prestige for their paper and help the community.

Proofs obtainable on request. Price for use averages forty cents a week. Address

HERBERT H. SMITH

518 Witherspoon Bldg. Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A.A.C.W.

READING
CARPENTER
IS
SEEING
THE WORLD

CARPENTER'S
WORLD TRAVELS
Washington D. C.

In Portland, Me.
and its immediate
trading territory
the Evening Express
"The paper that goes home!"
has, by far, the
Largest Circulation
Latest U. S. census figures (1920) compared with Express' net paid City Circulation indicate that MORE than 15 of every 16 Portland Homes take the Express. "A Truly Remarkable Coverage!"
Portland Express
"The paper that goes home!"
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

Big American Problems as Seen by Big Americans. A feature bought by SIXTY papers in SIX weeks.

John T. Flynn's Daily Business Letters

Bought on Sight by the New York Mail and the Newark News.

U. P. C. News Service, Inc.
243 West 39th Street
New York

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

High class newspaper
and advertising men
answer
EDITOR & PUBLISHER
Help Wanted
Advertisements

of Marietta, has been sold to the Register Company of that city. The name has been changed to the Marietta Register.

R. L. Stanley, formerly engaged in the newspaper business in Clarksville, Texas, has become part owner of the Weatherford (Tex.) Democrat and has moved to Weatherford. Stanley will be business manager of the Democrat.

W. M. Woodall has purchased the West (Tex.) Weekly News from the Terrell Publishing Company.

Cranfill H. Cox, for the last three years secretary of the Athens Chamber of Commerce, has purchased the Grand Saline (Tex.) Sun. Through efforts of the business men of Grand Saline, the Salt Shaker and the Weekly Sun have been consolidated, and Mr. Cox will take charge of the consolidated plant.

SPECIAL EDITIONS

BROCKVILLE (Ont.) Recorder and and Times, a 50th anniversary edition, Nov. 10.

Salisbury (N. C.) Post, a 72-page Industrial Development edition, Nov. 17.

Helena (Ark.) World, a 50th anniversary edition, Nov. 11.

NEW PUBLICATIONS

THE Harding Publishing Company, Marion, O., has been formed with $5,000 capital by Louis H. Brush and Roy D. Moore.

The North Carolina Publishing Company of Jefferson, N. C., has been chartered for the publication of a newspaper by D. Clinton Nance, T. C. Bowie and others. Authorized capital stock is $100,000.

ASSOCIATIONS

FIFTY members of the Advertising Club of Kansas City have signed to attend the international convention of the Associated Advertising Clubs of the World in London, H. P. Comstock, president, has announced.

The Portland, Me., Ad Club has elected James F. Travers of the Thomas Smiley Company to fill the vacancy caused by the resignation of President Harold F. O'Keefe, advertising manager of the Portland Press Herald, who has become associated with an advertising agency in New York City.

The Etaoin Club, composed of women employes of the Chicago Tribune, recently re-elected all of its officers for the coming year. These include: Miss Anna Garrow, president; Mrs. Vaughn Goddan, vice-president; Celeste Harton, secretary, and Pearl Beckwith, treasurer.

Mound Ridge, Kan., has been chosen as the place for holding the spring meeting of the Eighth District Editorial Association.

The Western New York Newspaper Men's Golf Association have chosen Dec. 8 as the date for their annual banquet.

State Senator George H. Bender, of Cleveland, manager of the Bedell Company's Cleveland department store, and head of a savings institution, has been chosen chairman of the Cleveland Advertising Club's Better Business Bureau.

Members of the Good Fellowship Club of the Associated Press telegraphers of New England held their annual fall banquet, Nov. 18, at the Boston Yacht Club.

The San Francisco Advertising Club will hold its regular election of officers Dec. 12. The nominating committee has proposed Louis A. Colton for president and Harry Watson for vice-president.

Arthur G. Darmstader and Horace Kinsman were toastmasters at the first banquet of the current season of the Cleveland Advertising Club.

Gov. Gifford Pinchot of Pennsylvania will speak before the Chicago Press Club next month. The Press Club has added 123 new members since Oct. 1 and is now conducted 24 hours a day.

The North Carolina Press Association will hold its mid-winter meeting at Pinehurst, Jan. 3 and 4.

The final session of the Philadelphia Newspaperman's Golf Association was held Nov. 19 at the Bala Country Club.

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa. Will make up lists in December for the Wahl Company.

Thomas E. Basham Company, Inter-Southern Life Bldg., Louisville, Ky. Will make up lists in December for Robin-Jones Phosphate Company, Nashville, Tenn.

George Batten Company, 383 Madison avenue, New York. Will make up lists in December for Armstrong Cork Company.

Berg Advertising Agency, Rowell Bldg., Fresno, Cal. Placing account for the California Peach and Fig Growers (Blue Ribbon Fig Bread).

Blackett & Sample, 58 East Washington street, Chicago. Sending out 180-line orders for the Van Ess Laboratories.

Calkins & Holden, 247 Park avenue, New York. Making 10,000-line contracts for the Southern Cotton Oil Trading Company.

Chambers Agency, 247 Park avenue, New York. Using daily and weekly newspapers for the J. G. Flynt Tobacco Company, Winston-Salem, N. C.

Chambers Agency, Madison-Blanche Bldg., New Orleans, La. Using Northern and Eastern newspapers to advertise the City of Biloxi, Miss., through its Chamber of Commerce.

Nelson Chesman & Company, 1127 Pine street, St. Louis, Mo. Making 1051-line yearly contracts for the Marmola Company. Making yearly contracts for the A. H. Lewis Medicine Company. Sending out 180-line orders for Van Ess Laboratories.

Churchill-Hall, Inc., 50 Union Square, New York. Placing account for Waldes & Co., New York (Koh-I-Noor) Dress Fasteners.

D'Arcy Advertising Agency, International Life Bldg., St. Louis, Mo. Making 3,000-line contracts for the White Company.

C. L. Doughty Advertising Agency, 448 Main street, Cincinnati, Ohio. Will make up lists in December for the Bishopric Mfg. Co., Cincinnati, Ohio, manufacturers of "Bishopric Stucco."

Dunlap-Ward Advertising Company, Keith Bldg., Cleveland, Ohio. Making 3,000-line contracts for the Chandler Motor Car Company.

Evans & Barnhill, 247 Park avenue, New York. Placing account for the Ingersoll Watch Company.

Federal Advertising Agency, 6 East 39th street, New York. Will make up lists in December for William DeMuth & Co., Richmond Hill, L. I., manufacturers of pipes and smokers' articles.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago, Ill. Using 77 lines, 10 times for E. R. Page Company.

Fuller & Smith, Bulkley Bldg., Cleveland, Ohio. Will make up lists in December for America Multigraph Sales Company, Cleveland, Ohio. Will make up lists in December for H. H. Robertson Co., Pittsburgh, Pa.

Fyffe & Bond, 50 Madison avenue, New York. Sending out orders for the Onyx Hosiery Company.

Stanley E. Gunnison, Inc., 30 Church street, New York. Making yearly contracts for the Munson Steamship Company.

S. Roland Hall, First Nat. Bank Bldg., Easton, Pa. Placing account for the Alpha Portland Cement Company, Easton, Pa.

E. W. Hellwig Agency, 299 Madison avenue, New York. Using one full page, one time for the Corn Products Refining Company (Karo).

Hoops Advertising Company, 9 East Huron street, Chicago. Sending copy to Kansas City papers on the Paige-Detroit Company of Detroit.

H. W. Kastor & Sons Advertising Company, 14 East Jackson Boulevard, Chicago. Sending out copy to southwestern papers on the Massachusetts General Agents Commission.

H. E. Lesan Company, 440 4th avenue, New York. Making yearly contracts for the New York, New Haven & Hartford Railroad.

MacGibbon Advertising Agency, Easton Bldg., Oakland, Cal. Will make up lists in December for Bass Hueter Paint Company, Mission street, San Francisco.

McLain-Simpers Organization, 210 Washington Square, Philadelphia, Pa. Will make up lists in December for the American Pulley Company, Philadelphia, Pa.

McKinney Company, 58 East Washington street, Chicago. Placing the account of Martha Washington Candy Company of Chicago.

Byron G. Moon Company, Proctor Bldg., Troy, N. Y. Will handle the co-operative advertising campaign of the National Association of Glove Manufacturers, with an appropriation of $75,000.

Morse Advertising Agency, 63 Milwaukee avenue, Detroit, Mich. Making yearly contracts for the Herpicide Company.

Moser & Cotins, Paul Bldg., Utica, N. Y. Will make up lists in December for Ohr. Hansen's Laboratory, Little Falls, N. Y.

Porter-Eastman-Byrne Company, 22 West Monroe street, Chicago, Ill. Making 2,800-line contracts for the Sunbeam Chemical Company.

Power, Alexander & Jenkins, Madison Bldg., Detroit, Mich. Placing account of the Lincoln Washington Machine Company, Detroit. Placing account for the Monroe Calculating Machine Company, Orange, N. J. Making 5,000-line yearly contracts for the American Express Company.

FINING
PRESS
SYNDICATE
1161 Arcade Building, St. Louis
Features * Editorials * Specials
Unusual, Illustrated Features
for Every Holiday
Expansion Plans Now in
Preparation.
Standard in Every Respect.

PORTSMOUTH, OHIO
EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES
They cover South Central Ohio Completely.
Foreign Representative
ROBERT E. WARD, INC.
5 So. Wabash Ave. Chicago
501 Fifth Ave. New York

MOST NEWS
The largest morning daily circulation in Pittsburgh
The Pittsburgh Post
MORNING AND SUNDAY
Daily Circulation 118,000
Sunday Circulation ...175,000
Member A. B. C.

4,500,000 Women
live within 50 miles of 5th Avenue. This paper carries more women's wear advertising than any other paper in New York.
NEW YORK
EVENING JOURNAL

In New Orleans it's THE ITEM

"The African World"
AND
"Cape-to-Cairo Express"
Published every Saturday in London.

OVER
64,000

LARGEST EVENING CIRCULATION IN IOWA

The Des Moines Capital

Hotaling's News Agency

OUT-OF-TOWN NEWSPAPERS

Office and Stockroom Removed to

308 West 40th Street

Telephone Connection

in WISCONSIN

The Sunday Telegram has BY FAR the largest circulation of ANY Wisconsin newspaper. It is fast gaining the recognition of national advertisers who seek to capture this rich market.

INVESTIGATE!

Learn the truth of the latest audits, and you'll use the

Milwaukee Telegram

REPRESENTATIVES—
C. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

Again, for October—

730 Columns Gain

Continuing the revolutionary advance of recent months, The Evening Mail scores heavily again in advertising gains, registering a net increase of 730 columns for October. The net gain for five months past is thus brought to a total of 350,000 lines.

Advertisers everywhere are recognizing that it is impossible to secure any sufficient coverage of the Greater New York evening field without employing this strong section of circulation.

THE EVENING MAIL

NEW YORK, N. Y.

87th Year of Publication

Foreign Representatives: Paul Block, Inc., N. Y.

MUSIC CRITICS SHOULD WRITE TO LAYMEN

Colles, Visiting Times Reviewer, Opposes the "Professional" Discussion—Fears Radio May Retard Music in the Home

Reports of musical events should be written not for professionals but for lay readers, is the opinion of H. C. Colles, who spoke before the class in news writing at New York University, this week. Mr. Colles is the musical critic of the London Times, but upon the invitation of Mr. Ochs of the New York Times he is spending three months in this country as a visiting musical critic for the latter paper.

"The musical critic," said Mr. Colles, "should have definitely in mind the audience he is addressing. For the most part, this audience will consist of those who attended the musical event and are anxious to see what the papers have to say about it the next morning; and also of those who, for various reasons, could not attend but are interested to know what happened. The latter group is much larger. For the sake of clearness, it will be necessary to say some commonplace things about the size of the audience, the place and time of meeting, etc.

"At times, the dress of those who take part, especially if they be of the gentler sex, could well be described. Because I am not an expert in feminine attire, I have to omit description of gowns worn, but I fully realize the news value.

"Because so many readers are unfamiliar with musical terms, it will be necessary for the critic to interpret selections in language which the lay reader can understand. This can best be accomplished by analogy. Beethoven once wrote a sonata to which he gave a name that exactly described this piece of music to a professional musician but which meant nothing to the ordinary reader. A critic, trying to interpret the selection by analogy, remarked that it reminded him of moonlight on a cool autumn evening—and so came the popular name, the Moonlight Sonata.

"The young critic is too apt to feel that he is called upon to give advice to the entertainers. I always shudder when I turn over my old scrap book and read the advice I gave to musicians. With the passing of the years, I have grown less and less critical in my comment for the London Times. When the occasion arises, I do not hesitate to point out obvious improvements that could be made, but such occasions are rare. I now try to tell how the music affected me and to share my experiences with the readers of my paper.

"This is not a bad idea for an inexperienced reporter to follow, even if he is reporting for the provincial press. If his knowledge of music is very limited, he may go to those in the audience who know music, and ask their opinion for reproduction in his report. But even here he should not omit some account of how the music affected the common folk."

A chance remark made by Mr. Colles before the class in news writing, expressed a view of alarm about the radio fad. He was very much afraid that radio concerts would retard singing and playing in the home. It was better, he thought, for the people to sing poorly and play badly, than not to sing at all. The musical critic, in his opinion, ought to do everything to promote music in the home.

NEW RADIO TYPEWRITER

Invention Practical and Insures Secrecy Says Kleinschmidt Company

A new telegraph typewriter has been developed by the Kleinschmidt Electric Company, Long Island City, N. Y., which, officials of the company claim, will do more than any other factor to make radio secrecy not only possible, but inexpensive and practical.

Need of manual attention has been reduced to a minimum. So simple is the machine, it is claimed, that anyone who can operate a typewriter can take charge of a telegraph typewriter.

Five different radio impulses are combined to operate keys forming letters of the alphabet. The combination of impulses can be changed at will, making it impossible for those not in possession of a pre-arranged code to receive messages.

The new telegraph typewriter is being used now on land lines. Twenty machines have been purchased by the Associated Press for installation on the New Jersey circuit.

SIGNAL HONORS PAID TO MISS LOEB

Feature Writer and Worker for Child Welfare Dined by Notables and Praised by President Coolidge

Nine hundred New Yorkers assembled at a dinner given in honor of Sophie Irene Loeb, member of the staff of the New York Evening World, and child welfare leader, Nov. 19, at the Hotel Biltmore, New York.

Miss Loeb was presented with a gold medal inscribed "Awarded to Sophie Irene Loeb by the Big Brother and Big Sister Federation of the United States and Canada, 1923."

Starting work on the Evening World about 15 years ago, Miss Loeb became the foremost advocate in the United States of a measure which enables mothers, whether widowed or deserted, to care for their children in their own homes with State aid.

Praise of her work was contained in a letter from President Coolidge which was read at the banquet. The letter follows:

"The White House, Washington.
"Nov. 14, 1923.

"My dear Miss Loeb: On the occasion of the dinner tendered to you I wish to congratulate you on the good work accomplished by you and your co-workers in behalf of the dependent children of your city and State.

"The act under which your board operates is now so firmly fixed on the statute books of nearly every State that its far-reaching benefits need no further comment from me.

"I am hoping that each State will continue to extend this form of aid as far as possible to keep poor little children in their homes, their own natural environment—a part of their own community—rather than in institutions. Such preventive measures have proved most economical and certainly most human.

"We have no higher duty than supporting and encouraging the future citizens of this country. By looking far enough ahead and giving them the necessary help before the actual destitution takes place, it is not beyond reason to hope for the day when there will not be a pauper child in the United States.

"The fact that you have given years of close interest and energy toward this end, with so much achievement, should prove an incentive to others.

"Very truly yours,
"CALVIN COOLIDGE."

Among the speakers at the dinner were Gov. Alfred E. Smith of New York, Elizabeth Marbury, George B. Christian, Jr., secretary to the late President Harding, Dr. Frank Crane, Grover Whalen and Senator James J. Walker.

Fall River "Covers" Dirigible Flight

The recent flight of the Navy's giant dirigible Shenandoah over Massachusetts, was "covered" by the fall River (Mass.) Herald by both camera and radio. While Frederick R. Dodge, staff photographer was aloft in a drydroplane snapping pictures of the huge craft in flight, the Herald broadcasting station tuned in and caught the ship's operator. A welcome message was sent, which was immediately replied to by the Shenandoah's commander. A two-column picture of the silvery derigible flying over the business section of Fall River was printed in the evening edition. Edward Gaus, general manager of the Herald, led the movement which resulted in the Shenandoah's New England flight.

Start Right

To a greater degree than is usually supposed the effectiveness of a newspaper building and plant is determined in the very first stages of preliminary planning. Early entry of this organization into the problem has proven profitable for several prominent newspapers.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street, New York

A Christmas Gift

That lasts the whole year through

Every reader of The New York Times has relatives or friends for whom the usual Christmas gifts seem inadequate or inappropriate. For these a year's subscription for The New York Times would be an appreciated remembrance—one that would remind a grateful recipient of the thoughtfulness of the giver every day in the year.

An annual subscription for The New York Times makes an acceptable Christmas gift for men or women, young or old. The Times is many gifts in one—the most comprehensive news service, trustworthy and impartial, with departments devoted to Science, Business, Finance, Sports, Fashions, Art, Literature, Music, Drama, Society and Politics. It will provide 365 days of education and pleasure.

The Deseret News

SALT LAKE CITY, UTAH

A. B. C. Circulation 29,499

1027 retail stores show an annual turnover of $55,705,000, a worth-while market.

Foreign Representatives
CONE, HUNTON & WOODMAN

New York Chicago Detroit
Kansas City St. Louis Atlanta

The Pittsburgh Press

A Scripps-Howard Newspaper
Daily and Sunday

Has the Largest CIRCULATION IN PITTSBURGH

MEMBER A. B. C.

Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

LOS ANGELES EVENING HERALD

Los Angeles, Calif.

Gained 20,347 Daily Average Circulation.

Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

A Special Opportunity To Buy a Stereotype Press

Due to the consolidation of The Evening Standard and The Daily Star at New Rochelle, N. Y., the undersigned, the owners of the Standard-Star have for sale,

A 20-PAGE HOE PRESS

Which is surplus equipment and will be disposed of as soon as possible. This is a 20-page Hoe Rotary Press, a superior machine in many ways and capable of turning out a fine product. It is in running operation daily and may be inspected by prospective purchasers at any time.

It has a capacity of 4, 6, 8, 10, 12, 16 and 20 pages of 8 columns, 12 ems. It will print 20,000 per hour of 4, 6, 8, or 10 pages inset, or 10,000 per hour of 12, 16 or 20 pages collect. With the press is also a stereotype equipment.

The equipment will be offered at an advantageous price to the purchaser. For further particulars call or address

WESTCHESTER NEWSPAPERS, Inc.

T. Harold Forbes New Rochelle

MARKET HOUSE
for all
WESTERN NEW YORK

Buffalo is the food distributing center for nearly a million people in the eight western counties of New York State. You can cover every section of this broad market effectively thru the BUFFALO EVENING NEWS *ALONE*.

A. B. C. Total Net Paid 119,754 September 30, 1923.

BUFFALO EVENING NEWS

Edward H. Butler
Editor & Publisher

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York, N. Y. — Lytton Bldg. Chicago, Ill.

The Indianapolis News is different

The home delivered circulation of the News in Indianapolis exceeds that of the morning daily and the other evening paper combined.

The Indianapolis NEWS

"In Boston It's the Post"

Circulation Averages for 1922

BOSTON DAILY POST
396,902
Copies Per Day

BOSTON SUNDAY POST
401,643
Copies Per Sunday

First in Local, General and Total Display Advertising

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

WE have all heard John Jones the hardware man tell how he would run the grocery store across the way; we have also heard Jim Jackson, the clothier tell how he would run the hardware store; we have heard the restaurant man tell how he would run the wholesale fruit house, but did you ever try the experience of trading window displays with one of your neighboring merchants? Suppose a clothing store is next door to a grocery. They decide to trade windows for a few days. The clothing man puts in a background in the grocery window, or leaves it as it was and fixes up a good display of winter clothing. In the window of the clothing store the grocer could fix up a display of groceries on which he is making a special drive for the week. Placards would acquaint the passers with the fact that the goods shown may be purchased in the store next door and the proprietor recommends that those who need such goods buy them of the neighbor. It is easy to see the effect of such advertising. It has a new interest, is the unexpected, and more than that—it shows a co-operative, friendly spirit that boosts for home town trading.—A. R. Davison, 433 Y.M.C.A. Bldg., Omaha, Nebr.

Golden Rule Trade days, which are becoming popular throughout the Middle West, can be made to blossom into a special edition or a supplement for a regular edition. Advertisements of the various merchants can be made up into two-page spreads. Golden Rule day can be made a profitable event for the energetic paper.—A. C. R., Chippewa Falls, Wis.

The Janesville (Wis.) Gazette is trying a new plan of news gathering which is adding many new names to its rural mailing list. A young woman is visiting the farmer wives in the vicinity of Janesville, writing interesting items concerning their work. This news is placed in a special section of the paper and is readily read by both the rural and city housewives, because it contains many facts which tend to make house work lighter. The visitor always gives the name of the woman visited and tells what she is doing, such as canning, preserving, etc. Maybe it is only a receipt for a cake, or a simple remedy to prevent diseases among little chickens, always something of interest, especially to the women readers. Once the women are interested in the newspaper the men folk soon rally to the subscription call.—R. W. Dryden, Independence (Mo.) Examiner.

"Buy one thousand dollars on the installment plan" makes a new appeal for an old subject—savings—and for this reason, a page on this idea will be grabbed up by banks and savings associations. The streamer at the top, with a bag of "gold" marked "$1,000," will do the trick. The amount of the "installments" you quote is simply the amount it would be necessary to save for a given period in order, with interest, to accumulate $1,000 in that time.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

The Birmingham Age-Herald pulled an attractive advertising special when they went into National Overhauling Month with a double page spread on having cars repaired, in which a large group of car repair shops and overhauling shops took space for advertisements. "Get your car in shape for the Winter Service," was the headline across the two pages and right under it was a picture of Uncle Sam, copy telling what National Overhauling Month is and a list of the advertisers who took space on the double page with the following heading, "The following firms will render you satisfactory service during Overhauling Month."—Helen Bethea, Southern News Service Box 2472, Birmingham, Ala.

Now's the time to start suggesting suitable Christmas gifts to your readers. A newspaper should not overlook itself. Run little box stories urging readers to give a subscription to the paper for a year or more as Christmas token to a a friend. Have suitable announcements printed and offer to send these in the name of the persons paying for the subscriptions to those to whom they are given.—John H. A. Kelly, 223 East Oak street, Norristown, Pa.

The Cleveland Plain Dealer conducts a Friday Food Department, giving First, Second and Third prizes of $5, $3 and $2 each week for best menus containing an original recipe. Prize-winning menus only are published. A different food article is assigned each week, and the brands must be those advertised in the pages of the Plain Dealer.—Lucie Schneider, 3657 West 139th St., Cleveland, Ohio.

Here's a little thought for your real estate folks. I have just come across a recent page in a southern paper wherein a real estate auctioneer heads a page ad "Do You Know These People?" under which are listed the names of 36 prominent people now living in the suburb where the auction was held. In making personal sales of home sites realtors put much emphasis on the prominence and desirability of one's neighbors—why not then play up this point in newspaper advertising.—George C. Marcley, Republican-Journal, Ogdensburg, N. Y.

What popular songs are getting across at the theatres in your town? Point out to your music dealers that a small but persistent ad, calling attention to the songs and the singers and to the fact that copies are on sale, will materially increase their business.—R. L. Lurie, Box 21, Grove Hall, Mass.

NEW WINDSOR (ONT.) DAILY

Southam Interests Plan a Rival to Border Cities Star

Following the acquisition of the Hamilton (Ont.) Herald by W. F. Herman, proprietor of the Border Cities Star, Windsor, comes the announcement that W. J. Southam, managing director of the Hamilton Spectator, will seek from the Canadian Press an evening franchise for an opposition newspaper in Windsor, where the Star has so far had the field to itself. This will bring the Southam and Herman interests into competition in both cities.

The Southams own or control in addition to the Hamilton Spectator, the Ottawa Citizen, Winnipeg Tribune, Calgary Herald, Edmonton Journal and Vancouver Province. The Windsor paper will be called the Spectator.

Will Ask Building Bids

Work on the Chicago Tribune Tower will soon be started. The Tribune Building Corporation has completed a 20-year loan from the Prudential Insurance Company of America for $4,300,000, ten years at 5½ per cent and the remainder at 5 per cent. The loan is secured by the lot on which the Tribune plant stands. Bids for constructing the Tower will be asked for soon, it was said, and if satisfactory, construction will proceed immediately.

WHAT

is the sure route to increased advertising revenue, greater prosperity and more prestige for 1924?

A Great Circulation Gain Before the Close of 1923.

8,340 NEW, paid-in-advance subscribers added to The Nashville Banner's circulation—and only two of the four periods of the campaign ended. One more proof of Hollister supremacy!

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Immediate Dates Available
Wire or write care of Nashville Banner

Business Is Fine In Baltimore

The Automobile Commissioner reports the sale of
1000 AUTOS EVERY WEEK

You Can't Cover Baltimore Without
The Baltimore News
and
The Baltimore American

Ask for present-day facts on the Baltimore situation.

FIRST IN PUBLIC SERVICE

The World. MORNING EDITION

The World and the Evening World have a combined circulation daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
Maller's Building, Chicago — Ford Building, Detroit

THE BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.

BOSTON AMERICAN

RESPONSIBILITY OF AD AGENTS DEFINED

A. N. P. A. Legal Counsel Declare In Most Cases Advertisers' Representatives Are Liable for Debts to Publishers

The legal status of the advertising agent is defined in a recent bulletin prepared by Morris, Plante, & Saxe, counsel to the American Newspaper Publishers Association, and distributed to members of that body. Legal aspects of the agent, including his responsibility to the publisher are considered at length.

Of the advertising agent the bulletin says:

"From time to time there has been circulated by persons or associations seemingly opposed to the present commission system a propaganda that appears to support the contention that the advertising agent is an agent in the true sense as that word is understood in the law, and hence in any case in which the agent, in placing advertising of an advertiser, discloses to the publisher the name of such advertiser, that the agent is not personally responsible and that the publisher can, and, if the agent seeks to deny responsibility, must look to the advertiser for payment; and that payment by the advertiser to the agent does not relieve the advertiser if the agent fails to transmit to the publisher.

"An academic statement of the law of agency does not settle the question. Neither is the question determined by decisions which are cited in litigations which have been had between publisher and advertising agent and between the advertising agent and the advertiser. Such decisions were according to the facts in each case and do not establish a uniform rule applicable in all cases between publishers and advertising agents.

"In the newspaper field the advertising agent in his dealings with the publisher has been treated as a principal. This is in accordance with a custom which has prevailed for many years and results not from any rule of law but from agreements between the parties themselves, and the manner in which the business is conducted. The publisher looks upon the agent as an independent contractor and contracts with him accordingly to publish the advertising which the agent may order, for the account and credit of the agent and upon the agent's promise personally to pay therefor. In other words, the rights and obligations of the agents and the publishers are fixed by their contracts and as previously stated, as a result of a policy insisted upon by the publisher and acquiesced in, if not requested, by the agents, by contracts which in the vast majority of cases bind the agent on his personal responsibility to pay the publisher for all advertising published on the agent's order. Thus it may be said that the decision in each case depends upon the terms of the contract between the agent and the publisher.

"A few cases will be found in the reports where publishers were not careful in scrutinizing forms of contracts used and agents, when sued by the publisher, have been successful in resisting payment on the ground that the contract did not bind them personally but showed them acting as agents for disclosed principals. In one of these cases to which reference is frequently made, the agent, after the decision rendered in its favor, recognized that it must change its method to conform to the prevailing customs and thereupon adopted and is now using a form of contract under which it binds itself personally for the payment of all advertising placed on its order. The standard form of contract, prepared in collaboration between the American Association of Advertising Agencies, and the American Newspaper Publishers Association, and the use of which by publishers has been advocated by the American Newspaper Publishers Association, likewise recognizes that advertising placed by the agent is upon his personal credit and binds the agent personally for payment.

"The fact that the advertising agent may be an agent in the true sense, as regards the advertiser, does not prevent such agent from contracting for the placing of the advertiser's business on the agent's personal responsibility. The agent, having applied to the publisher and obtained credit for, and having placed the advertising on his personal agreement to pay, the publisher need look no further than the agent for payment. It follows as a natural consequence that the publisher, having accepted the agent as his debtor, is precluded from looking to the advertiser in the event that the agent fails to make payment. If publishers will scrutinize the contracts and order forms to see that provision is contained therein whereby the agent contracts on his own responsibility to make payment to the publisher, there will be no question as to the agent's responsibility.

"Although, over a period of many years, there have been many varied forms of contract prepared by the advertising agents, each for his own business, and accepted by the publisher without careful scrutiny or consideration of such a question as this, there have been very few cases in which the agent has seen fit to deny liability when sued by the publisher and but one or two in which he has been successful in such defense. In many cases, even though the contract has not been explicit in its provisions with respect to the agent's personal responsibility, the long course of dealings between the parties has been such that the agent has not been in a position to successfully claim that he was not personally responsible, even if he desired so to do."

PLAN N. Y. SOCIALIST WEEKLY

Publication Society Formed to Establish Successor to Defunct Leader

The Socialist Publication Society was organized in New York, Nov. 18, looking toward publication of a Socialist weekly newspaper as successor to the defunct New York Call and New York Leader.

At an organization meeting 200 were present. The meeting went on record as planning eventually to re-establish a daily paper in New York, representative of Socialist and labor policies.

A committee was appointed to draw plans and seek funds with which to begin publishing within the next few weeks. It was decided the new paper would be under management of a board of nine, and that the policies would accord with the principles of the Socialist party.

Topeka Capital Increases Ad Rates

Effective Jan. 1, 1924, the Topeka (Kan.) Capital will increase its local advertising rate from 70 to 84 cents per inch week day issues, and from 84 to 98 cents per inch Sunday issues.

SUPPLIES & EQUIPMENT
For Newspaper Making

For Sale
24 page Hoe Double Supplement Press A-1 condition. Have out-grown this equipment and will sell at sacrifice. Address Columbus Ledger, Columbus, Georgia.

Newspaper Web Presses.
No. 450—Hoe Right Angle Quad, 32 pp., with complete new stereo. equipment.
No. 396—Goss Straight-Line Quad, 32 pp.
No. 433—Scott 24-page, 3 deck press.
No. 454—Hoe 20-page single roll press.
No. 440—Goss 16-page press, two deck.
No. 66—Hoe 12-page single-roll press.
No. 428—Cottrell 8-page "U" press.
No. 427—Goss half-tone color web press.
No. 457—Campbell Multipress, flat-bed web.
No. 241—Cox Duplex flat-bed press (in Canada.)
No. 468—Goss Comet flat-bed web press.
For details address Baker Sales Co., 200 Fifth avenue, New York.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale
Due to merger, two models 5 and one model 9 linotype machines in excellent condition. Price and terms reasonable. Standard-Star, New Rochelle, N. Y.

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

REBUILT LINOTYPES AND INTERTYPES FOR SALE
Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.
THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

Cline-Westinghouse Double-Motor Drive with full automatic push button control.
USED BY THE
NASHVILLE BANNER
Nashville, Tenn.
We refer you to them for their opinion.
QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO CHICAGO
CLINE WESTINGHOUSE
MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

ADDRESSING and MAILING MACHINES
Any mail list of over 3,000 can be handled more economically with our improved method than any other system.
Get away from Linotype and Galley system. Put the mail list in the circulation department.
One person can keep up a daily list of about 25,000 names, making all corrections and additions.
Write us for particulars giving size of list and frequency of issue, and a list of the users of our system.
POLLARD-ALLING MFG. CO.
220-230 West 19th St., New York City

R. HOE & CO.
For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds
Quality First—Progress Always
We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.
504-520 GRAND STREET NEW YORK CITY
No. 7 Water Street Boston, Mass. Tribune Building Chicago, Illinois

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Colyums

DAILY CHIT CHAT
Standard Feature Service,
606 Eastern Ave., Janesville, Wis.

Comic Strips

"BRINGING UP BILL"—"HANK & PETE"
6-col. strips—hitting on all cylinders.
Columbia Newspaper Service, 799 B'way, N. Y.

Fiction

STORIES
Constance Edgerton
606 Eastern Ave., Janesville, Wis.

WORLD'S FAMOUS AUTHORS
Unexcelled selections, serials, novelettes, shorts.
Service for Authors, 33 W. 42d St., New York.

Humor

THE THIRTEENTH GIRL
5,000 words
Lewis Wilson Appleton, Jr.,
1622 East Pacific St., Philadelphia, Pa.

Photo News Service

SEND US YOUR NEWS AND FEATURES pictures. We pay $3 and $5 for each accepted.
Kadel & Herbert,
153 East 42d St., New York City.

Sport Review

THE NEW YORK HERALD
Great Annual Sport Review
Edited by the New York Herald Experts, headed by W. O. McGeehan. 57 orders already booked for this year as repeats, 15 since last week.
Wire your order today.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Weekly Articles

"Love, Marriage and the Modern Woman"
Dealt with once a week by
a symposium of distinguished writers.
Metropolitan Newsp. Svs., 150 Nassau St., N. Y.

Women's Features

EVERY DAY FOR EVERY WOMAN
"Your Home and You"
by Helen Kendall.
Metropolitan Newsp. Svs., 150 Nassau St., N. Y.

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployeld one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager
seeks connection with progressive daily requiring first-class man. Box 393, Burlingame, Calif.

Advertising Salesman,
copy writer, manager now employed as advertising manager on large middle western daily seeks Eastern connection. Will make sacrifice in remuneration to locate among good people in nice small city. Know daily newspaper advertising, circulation and general business thoroughly. Know all lines of retail merchandise, write excellent copy, prepare workable, practical layouts for retail merchants of every class. Well acquainted and connected in national advertising field. Unquestionable references will be submitted. Prefer to hear from publishers located in cities of ten to twenty thousand population. Address Box C-797, Editor & Publisher, giving complete details of your requirements in first letter. "Salary with contract" is not the object of this advertiser.

Advertising Salesman or Organization Man
seeks immediate connection. Several years' sound experience. Able to produce results under adverse circumstances. Experience in handling sales force with success. Good reason why out of position. C-802, Editor & Publisher.

Advertising Solicitor.
Write good copy, make neat layouts, knowledge of type, and a fair salesmen. Over 8 years' newspaper experience. Age 27, persistent. Address C-798, Editor & Publisher.

Circulation?
An investment of a two-cent stamp will bring you the application, brimful of information for your investigation, of a Real Go-Getter Circulation Manager, age 35. Prefer city under 100,000 any place. Write C-786, Editor & Publisher.

Circulation Manager.
Fifteen years' experience, desires position as Circulation Manager or City Circulation. Home delivery expert. Box C-787, Editor & Publisher.

Circulation Manager
open for position, due to paper selling out. 17 years' experience, married. Capable of organizing department installing modern methods and increasing circulation. C-790, Editor & Publisher.

Circulation Manager.
Twenty-two years' experience with a practical working knowledge of the business from every angle. Expert in organization and promotion work. With ability to execute the most exacting demands of the position. C-506, Editor & Publisher.

Circulation Manager
Do you want more circulation in your trading radius? I can get it for you. I served in every position from carrier boy to assistant city circulation manager of Indiana's greatest newspaper. I was circulation manager of the other evening paper in same city for three years. Since 1919, I have been city circulation manager of the Northwest's greatest newspaper. Address Box C-771, Editor & Publisher.

Circulation Producer (I.C.M.A.)
Desires to associate himself with progressive publisher to build circulation on merits of paper. Inquiries respectfully solicited. Box C-785, Editor & Publisher.

Circulation-Promotion-Manager
Live wire, result producer. Will promote and maintain staple circulation against all opposition. Personal reasons for desiring change. Address Box C-773, care Editor & Publisher.

Classified Manager Available Jan. 1st.
Over 6 years' advertising experience, familiar with every phase of classified promotion, tested methods. Age 27, good appearance, can get 100% efficiency from your classified department; references. Address C-799, Editor & Publisher.

Copy Editor
and editorial writer. Five years' experience on small city and metropolitan dailies; 25 years old, university graduate. Best reference from all previous employers. Willing to go anywhere. C-796, Editor & Publisher.

Deskman,
Capable, excellent record, seeks opening as telegraph editor. Address Box C-752, Editor & Publisher.

Desk Man,
city editor or reporter. Have had ten years' experience and can furnish the best of references from the two well known papers on which I have worked. Have had small experience editing telegraph. C-784, Editor & Publisher.

Editor,
now employed, seeks change. Capable of filling any place in news or editorial end. Prefer place where working interest can be had in small city or county seat paper. Best of references. Box C-793, Editor & Publisher.

Feature Writer.
(Woman) with established name, expert publicist; editorial experience; wants job as writer, editor, associate editor, trade journal. E-789, Editor & Publisher.

Feature Writer,
news or magazine section stories, wants a job anywhere in southern or eastern Atlantic states. Woman, age 23, single, university graduate with experience in several small cities, at present doing free lance feature work in New York. Don't be afraid to offer too much or too little, for I will consider either. C-795, Editor & Publisher.

Managing Editor
large Southern daily, excellent reputation as executive, valuable experience, who can satisfy exacting publisher as to executive ability, desires opportunity on afternoon newspaper. Not interested in offers from morning publications. Will welcome opportunity to build up newspaper that has proper prospective field behind it. Address Box C-765, Editor & Publisher.

Newspaper Woman
wants job reporter, feature writer on daily. Preferably vicinity New York or New England. Experienced newspaper, magazine writing. Demonstrated ability go after and get big stories. Tact, social experience. C-788, Editor & Publisher.

Southern Man,
who has held desk positions for several years on leading Philadelphia and New York papers, wants editorial position somewhere in Dixie. Is capable of taking entire editorial charge of daily. Can write strong editorials, is excellent "make-up" man, head writer. Would like managing editorship, or place as editorial writer, which could be combined on paper of moderate size. Would accept even job as telegraph editor, if nothing else offered. Only fair salary asked. Write Box C-805, Editor & Publisher.

Wanted, a Job
with plenty work and opportunity for advancement. Two and a half years at college. No experience, but want to learn advertising from bottom up. Prefer small town paper. Box C-778, Editor & Publisher.

Woman,
22, university graduate, now employed in editorial department, desires work as reporter. C-801, Editor & Publisher.

Wants to Leave Newspaper Work.
Yale graduate, 39, married, all of whose active business life has been spent in newspaper work wants position other than managing newspaper. Especially interested in advertising and sales. Worked on adv. staff Phila. North American and Public Ledger for four years. Last seven years general manager three dailies. Clean, honest hard worker, with good personality. Plenty of initiative. Full of workable ideas. Makes friends readily. Best of references. Available immediately. C-803, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Manager.
Wanted for daily newspaper in Ohio. Young man with ability to write and sell. Must be able to teach his staff to produce also. Give all information in first letter and state whether now employed, salary desired, etc. Write Box C-763, care Editor & Publisher.

Business Reporter.
Three openings for men with newspaper experience to act as field representatives for national trade associtaion. No selling. Men will report on business conditions and work with local chambers of commerce. State age, experience and salary expected. C-783, Editor & Publisher.

Circulation Manager Wanted
for Canadian city of 60,000. Morning and evening editions about 40,000 copies, former country, latter city circulation. Canadian preferred. Must have experience in situations of approximately same character, references and detailed statement of previous occupation, capable of being checked up required. Apply to C. F. Crandall, British United Press, 171 St. James street, Montreal.

Experienced Advertising Man
for live paper in city of 7,500. Must be good solicitor and copy writer. Give full information and photo if possible. Albany Democrat, Albany, Ore.

Managing Editor Wanted
for morning and Sunday paper in suburban metropolitan district. No one need apply who has not already made good in a big way. C-792, Editor & Publisher.

Salesman
wanted to sell Dry Mats as a side-line. Liberal commission. C-794, Editor & Publisher.

Wanted
by a daily newspaper near New York, an experienced and competent pressman to operate a forty-page press. This is an advantageous position for the right man. It is permanent. Working conditions are favorable. A sufficient number of assistants is furnished. This position includes stereotyping. Address C-780, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

For Sale—
Controlling interest in established morning daily. Paid circulation 2,400. Apply W. W. Minton, Goldsboro, N. C.

For Sale.
Half or whole interest in daily newspaper in growing medium sized city on Pacific Coast. Doing fine business of approximately $100,000 a year. $15,000 to $30,000 cash required. Address C-755, Editor & Publisher.

Job Printing Opportunity.
We contemplate separating our extensive job printing busness from our newspapers and going after more job printing. Plant is in Minnesota. Man of proven ability in printing and management may become associated with men already in our organization. Investment of moderate sum desirable although not absolutely necessary. Send recommendations, photo and all information you would want if you were to take a partner into your business. Interview later if deemed expedient. Address C-800, Editor & Publisher.

Twenty Thousand Cash.
Terms on remaining thirty buys only afternoon daily in North Carolina—port city of thirty-five thousand population. Associated Press, other privileges, contracts, leases advantageous. Plant modern, inventoring approximately forty thousand dollars. Apply J. L. Home, Jr., Rocky Mount, N. C.

Weekly Newspaper for Sale.
Good opportunity for newspaper man with moderate capital to purchase progressive weekly in Eastern Pennsylvania. Owner retiring. Address Box C-791, Editor & Publisher.

A. P. EXECUTIVES MEET

Discuss Business Matters in New York, November 21

The Executive Committee of the Associated Press met, Nov. 21, at the headquarters in New York. A number of routine business matters were discussed, and it was decided that it will probably be the first of February before the Associated Press moves from its present offices at 51 Chambers street to 383 Madison avenue, where the sixth floor of that building has been taken on a long term lease.

Present at the meeting were E. Lansing Ray, St. Louis Globe Democrat, Charles Hopkins Clark, Hartford (Conn.) Courant, Clark Howell, Atlanta (Ga.) Constitution; Elbert H. Baker, Cleveland Plain Dealer; W. L. McLean, Philadelphia Bulletin; Frank B. Noyes, Washington Star; Adolph S. Ochs, New York Times; Frederick Roy Martin, general manager, Kent Cooper and Jackson S. Elliott, assistant general managers; J. R. Youatt, treasurer; Melville E. Stone, counsellor, and Milton J. Garges, chief of the Traffic Department.

Chicago Radio Show Profitable

Chicago newspapers carried many columns of advertising as a result of the second annual radio show which was held this week at the Coliseum with 110 exhibitors. The American, News, Journal and Herald & Examiner, all of whom had exhibits at the show, were particularly well favored. Bob Casey, editor of the "Vest Pocket Anthology" of the News and William Hedges, that paper's radio editor, gave talks each day at the show. The Daily News also printed the official program of the show. The American booth also was popular, with several experts to answer questions.

AUTOMOBILE AD MEN MEET

Cross Checking of Newspaper Space Rates Discussed in Cleveland

Advertising managers representing member companies of the National Automobile Chamber of Commerce, held a meeting in Cleveland Thursday and Friday of this week. Discussion took place looking towards cross checking and equalization of newspaper advertising rates.

The "constructive value" of free publicity was brought up in a paper written by Myles Bradley on "News Values."

E. Le Roy Pelletier, advertising manager of the Rickenbacker Motor Company, delivered a pointed talk, the main theme of which was the success of the Rickenbacker plan of distributing ad literature booklets.

Sales Appraisals
NEWSPAPER PROPERTIES
PALMER, DEWITT & PALMER 350 Madison Ave., New York
Pacific Coast Representative
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Unusual Opportunities
Daily & Weekly NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES
YOUR EDITORIAL PAGE—Is it a real circulation builder, or just an expensive habit? Perhaps you need our No. 12,413—not yet 30, but already chief editorial writer of big eastern morning paper. Columbia School of Journalism graduate. Politically independent. Years of foreign travel have given him breadth of view.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

FRALICK & BATES Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES
New York .....154 Nassau St.
Chicago .....605 N. Michigan Ave.
Atlanta .....Candler Annex
Los Angeles .....Security Building

Sick Newspapers
Are Not Incurable. The Tonic They Need Is Salesmanship
A NEWSPAPER man who knows the when, where and how of newspaper circulation and advertising and has a background of experience which gives him complete understanding of circulation and advertising problems wants a job.
If you need a man of ability and initiative either in promotion, circulation or advertising work—a man qualified to take charge of one or of all those departments depending upon the size of the newspaper—
then write or wire
BOX 800,
CARE EDITOR & PUBLISHER
World Building, New York
Later: University Man, Age 31, Married.

Six New Papers in Ten Days
on
KESSLER
"A Look Is a Laugh!"
Six Times a Week
Three-Column or Two-Column Size
Wire to
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager,
150 Nassau St., NEW YORK CITY

Thomas W. Briggs Company
General Offices
Memphis, Tenn.
We increase your Local Display 10,000 lines Monthly With Our Permanent Weekly Business Review Page
Look us up in Dun or Bradstreet's

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

The C. R. Thompson daily
NEWS-MAP
Interesting—Instructive
Both present and future value.
THE INTERNATIONAL SYNDICATE
212 Guilford Ave., Baltimore, Md.

America's Best Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

EACH Thanksgiving the Wabash (Ind.) Plain Dealer publishes a page of letters written to the paper from former residents. This feature, which has been going for so long that it is considered an institution, is looked forward to and proves quite popular. The newspaper is put out at noon on Thanksgiving so that the employees can have a half-holiday and this makes good filler copy too. —Yandell C. Cline, Columbus, Indiana.

The effect of the weather on the customers in a food market furnishes good material for an interesting story. The keepers of stalls in a large market are probably in the best position to give information on this subject. Why is fish in great demand on windy days? No one seems to know, but the stall keepers say that such is the case. Are people attracted to different foods on cloudy days than on bright days? On what sort of day is Mrs. Housewife most particular, and when does she have the least patience? A little talk with some of food sellers of your city will bring to light many facts that have never occurred to the average newspaper reader.—Cyril E. Lamb, 309 Ballard St., Ypsilanti, Mich.

Statistics say there are two million more males than females in the United States. What is the proportion in your community? It is common belief that more males are born during and just after wartime than in periods of peace. Does this hold true in your city? Get the records at the public health office. These are easily secured and the story holds an excellent opportunity for a clever writer. —C. H. V., 322 Decatur St., Sandusky.

"Some Lines of Work," is the box head over a short daily feature explaining some one position, as for instance, one day it is "private secretary," when the duties, qualifications, etc., are explained. It is of general interest to all readers as well of real aid to those just starting out in the world.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

A good feature for the holidays is a series of interviews with little kindergarten tots on the question, "Is there a Santa Claus?" The story can be made a day to day affair of great community interest by taking one kindergarten school at a time. Some highly amusing answers will be found. Quote the youngsters exactly to add to the humor of the story.—Frank D. Hicks, University of Iowa, Iowa City, Ia.

Delegates from nine national retail associations representing approximately 125,000 merchants doing an annual business of from $7,000,000,000 to $10,000,000,000 met recently at French Lick, Ind., and laid the foundation of The Retailers' National Council. This organization was effected to bring about co-operation on problems of common and national interest and to concentrate opposition to national legislation that may be regarded detrimental to the retail interests of the country. Nearly all classes of merchants—clothiers, department stores, specialty shops, jewelers, druggists, grocers, shoe, hardware and implement dealers are included in this gigantic combine, and nearly every town has one or more members. Local color for an interesting feature on this subject might be obtained by interviewing the prominent merchants in your town.—H. E. Runner, Hackensack, N. J.

Little articles written about, or by, those who were born on Christmas or New Year day should furnish unusual reading matter for the holidays. Letters entitled "My Happiest Birthday" or "My Strangest Birthday" might prove to be very interesting. B. F. Clark, 101 West 15th street, Hutchinson, Kansas.

What are the marks of an "educated man?" Opinions differ. Anyhow, the Boston Globe stirred up no small amount of interest by publishing a page Sunday feature in which lawyers, teachers and other public men gave their views.—James M. Mosely, 39 E. Concord St., Boston.

The United States Fidelity & Guaranty Co. believes that "man's most loyal friend, the dog, is the original and in some respects the most reliable burglar alarm." As a result they have announced a reduction of from 5 to 10 per cent in residence risks where a dog is kept. The company's recognition of the dog as a "burglar alarm" is said to be the first action of the kind to be taken. Here's an opportunity to work up a good local feature on the part dogs of your city have played in saving people and in warning them of danger.—H. E. Runner, Hackensack, N. J.

What class of phonograph records are sold most in your city? Do working folk buy classical records and what records do rich folk like best? Do men or women buy the most records? What kind of records do college girls buy when leaving for another year at school? What about school teachers who purchase a machine and library of records for schools?—Cliff Belcher, The Sun, Attleboro, Mass.

The Boston Herald and Traveler is giving away $10 in gold every week day to some person who secures a position by answering one of the help wanted advertisements in these two papers. Persons answering ads are requested to state that they saw the ad in the Herald or Traveler, carrying a copy of either paper in their pocket at the time they apply for the position advertised. To make sure that they entered the contest, they are requested to notify the newspaper office, stating the position secured, address and date.—C. L. M., Lynn (Mass.) Telegram-News.

St. John Telegraph Issues Bonds

A public offering of $178,000 seven per cent general mortgage serial gold bonds of the New Brunswick Publishing Company, which recently took over the St. John (N. B.) Telegraph and Journal and combined them in the Telegraph-Journal, is now being made. In a prospectus it is stated that earnings for the current year, based on the experience of the past three months, are estimated at $498,150. Operating expenses are placed at $397,245, leaving profit on operations of $100,905.

This Ad Brought Results!

Found guilty of fraudulent advertising and misrepresentation, Harry Plotkin, of Plotkin Brothers, dealers in women's suits and coats, of Boston, was fined $100 in superior court by Judge Sanderson, Nov. 16. He appealed. Counsel for the Boston Better Business Bureau alleged that on May 6 Plotkin advertised in a Sunday newspaper marvella coats for sale at $15 each, claiming they were $115 value.

"Truth in Advertising" Law Sought

Enactment of the so-called "Truth in Advertising" bill, which was introduced in the last session of the South Carolina Legislature, will be sought by the South Carolina Merchants Association at the next session of the law-making body.

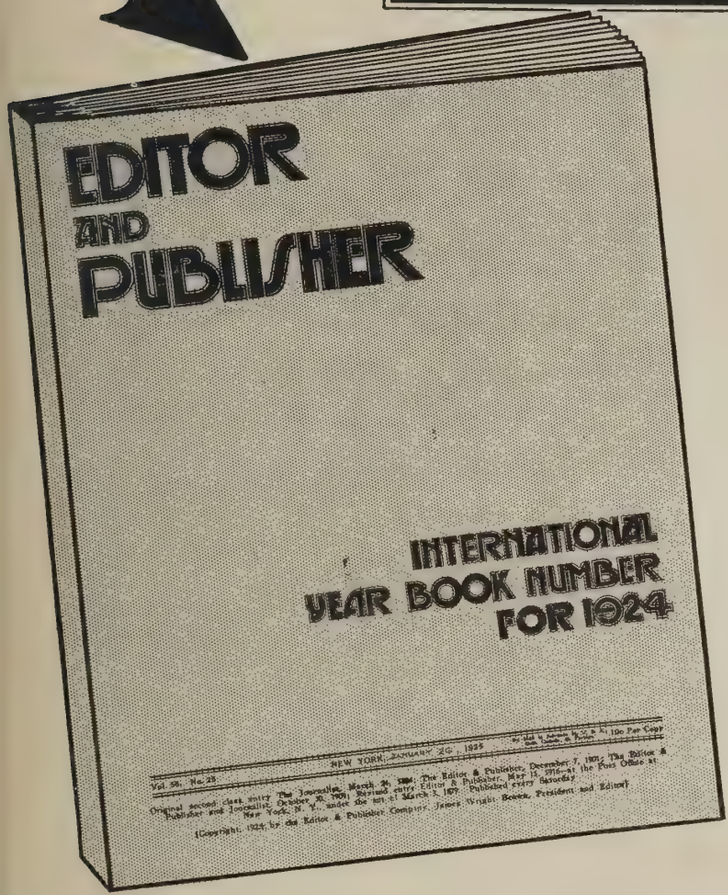
NEA COMICS NEA
"Adam and Eva"
"Doings of the Duffs"
"Everett True"
"Freckles and His Friends"
"Old Home Town"
"Out Our Way"
"Our Boarding House"
"Salesman Sam"
"Taken from Life"
All included in NEA FULL SERVICE
Write or wire collect for Samples and Rates.
NEA NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO NEA

"The After House"
by
MARY ROBERTS RINEHART
is a
Thrilling Mystery Story, "Who Killed Vail?"
Released in 1200 Word Daily Instalments or for Weekly Use
Beginning November 26
Runs Five Weeks
Write for Samples
THE McCLURE NEWSPAPER SYNDICATE
Fourth Avenue, New York City

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

Raggedy Ann
Johnny Gruelle is the world's cleverest juvenile fiction genius. He writes and illustrates our little daily bedtime story.
UNITED FEATURE SYNDICATE
A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York

The Newspaper Book of Knowledge



THIS annual special number of Editor & Publisher contains over 250 pages of highly informative facts and figures of essential information to every one engaged in the newspaper and odvertising business.

This interesting encyclopedia will go right into the hands of newspaper executives around the world; to the most important officers of advertising agencies; and to buyers and sellers of any product allied with the newspaper industry.

It is because of this fact that the

Editor & Publisher International Year Book Number

is valued so highly by every one who has anything to do with daily newspapers. It is the only book of its kind and this year will have a circulation in excess of 10,000.

Your announcement in this issue will keep your message fresh in the minds of your clients and prospective customers throughout the entire year.

—contains complete information pertaining to rates, circulation, personnel, etc.

This annual international number contains answers to over 50,000 questions that come up every day in the newspaper and advertising business. As one well known Ohio publisher said: "Your International Year Book is one of the most valuable contributions to the newspaper field."

The "On to Britain" number of Editor & Publisher will be published June 16 and distributed to members attending the annual convention of The Associated Ad Clubs of the World at Wembley, England.

HERE IS WHAT

a few representative newspaper executives thought of the 1923 issue. And the 1924 edition will include many additional features.

"The Year Book for quick reference. I congratulate you upon information for publishers and advertisers. The data is that required day by day in the business of advertising, and its form is convenient for quick reference. I congratulate you upon the excellence of the production." LOUIS WILEY,
Business Mgr., New York Times.

"The Year Book is just like Editor and Publisher itself—absolutely indispensable."
BERT N. GARSTIN,
Local Advertising Manager,
New York Evening Post.

"Your book is a wonder. Please send me a cloth bound one together with bill for same."
C. L. PERKINS,
Executive Secretary, Association of Newspaper Classified Managers.

"The International Year Book Number of Editor and Publisher is a veritable gold mine of wealth pertaining to the newspaper industry. You and your organization deserve the unstinted praise and congratulations of newspaper and advertising men everywhere."
W. G. CHANDLER,
President, Scripps-McRae Newspapers.

EDITOR & PUBLISHER

SUITE 1115 WORLD BUILDING - - - NEW YORK

THE success of the Consolidated Press is due primarily to the fact that it does not attempt to duplicate the general news reports of the A. P., the U. P. or the I. N. S., concentrating instead on the specialities in the day's news—a distinctive field.

Modern newspaper readers are not content with the mere report of what has happened. They want to know *why* it happened. And because the telling of the wherefore and why involves much more than a chronicle of visible happenings, the task of analysis and interpretation is entrusted to reporters of special training and mature judgment.

Specialties in the news have always played a vital part in the make-up of distinctive newspapers, but it remained for the Consolidated Press to bring the most noted specialists together into a single service embracing every phase of the news—Finance, Business, National Affairs, Foreign Affairs, Sports and the broad realm of human interest. Fifty-two specialists comprise the all-star staff of the Consolidated Press.

Exclusive rights to the Consolidated Press service are granted to one newspaper company only in a city. A limited number of memberships are still available.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York
Eighth Floor
World Building

Chicago
Fourth Floor
Daily News Bldg.

San Francisco
Third Floor
Spreckels Bldg.

Paris
Second Floor
19 Rue d'Antin

BOUND BY
HNM

UNIVERSITY OF ILLINOIS-URBANA
3 0112 072556795